

Media Studies

Subject content

Media Studies is split into the following areas: **Component 1: Media Products, Industries and Audiences** (35% of course content) You will study all of the following products in terms of media language and representation: advertising, marketing, music video, film, video games or newspapers. You will also study industries and audiences in advertising, marketing, film, newspapers, radio and video games. **Component 2: Media Forms and Products In-Depth** (35% of course content) For this topic you will study media industries, audiences and media contexts, looking at areas such as television in the global age and media in the online age, how the internet has influenced the influx of social media and blogging sites and how the increasing shift online has changed the way traditional media industries operate. You will also study the print industry in contrast, looking at mainstream and alternative magazine productions. **Component 3: Cross-Media Production** (30% of course content) You will create a music video alongside a front page and a double page spread in a magazine. Potential options for coursework are: filming a sequence for a new television programme and creating related print or products to market this, such as a DVD cover, billboard poster and a magazine cover with a two-page spread. Students will study a variety of material, including some pieces of contemporary and historic media featuring challenging issues, to ensure they gain a rounded perspective of the subject. Studying Media is more than the mechanical choices a director or producer chooses to utilise to generate meaning, it is also about recognising the sometimes outdated stereotypes and viewpoints that shape our opinions in the world today and how we have developed as a society. This course is an award of WJEC.

Learning methods

You will learn through creative projects, debates, group work, lectures and the practical application of the skills you have acquired.

Additional entry requirements

GCSE grade 5 in English Language.

Assessment

Assessment is 70% examination and 30% coursework.

Progression opportunities

You can progress to Higher Education to study a variety of media-related courses such as film and media production, photography, advertising, marketing, PR and media studies. Possible careers include broadcaster, camera operator, computer animator, film producer, film editor, journalist,

presenter, production designer, scriptwriter and sound operator.

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Want to apply?

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Call us on **01226 216 123**