

Media Studies

Method of Assessment

- Two Exams (70 %)
 - Exploring Media Close study of the following areas: **Magazines, marketing (Film posters), newspapers, print advertisements, film (Industry only), radio, video games.** (40%)
 - Textual Analysis: **Analysis of TV Crime Drama and Music Videos** (30%)
- One Non Exam Assessment (a new term for coursework) (30%)
 - A Creative production piece in one of the following areas:
 - **Television**
Create a sequence from a new television programme OR a website to promote a new television programme.
 - **Advertising and Marketing: Music**
Create a music video OR a website to promote a new artist/band.
 - **Advertising and Marketing: Film**
Print-based marketing material for a new film.
 - **Magazines**
Create a new print OR online magazine.

Course Content

You will look at a variety of media texts: TV Drama, music videos, the news, advertising etc. and investigate how they are constructed and how they use stereotypes. You will also find out how different types of media companies operate and use their power.

Your practical work will involve individual production work ranging from a music video exercise to creating advertisements and magazine covers. You will learn how to plan a storyboard and film with a camcorder using a range of techniques, before editing your shots on a computer.

Your written work will be predominately essays analysing existing media texts and evaluating your own productions.

You will develop skills in handling still and video cameras and in using software such as Publisher, Adobe Premiere Pro and Photoshop.

Success Criteria

To be successful at this course you will need an enquiring mind and a strong ability to express your views clearly in writing. You need to be able to think creatively, work independently and also contribute to the class in a meaningful way. A genuine interest in a range of different media and the ability to work to deadlines is also very important!

Leading to:-

This course enables you to progress to an A level in Media Studies or Film Studies and is a good preparation for general post-16 education, providing opportunities for developing communication skills and research techniques in a variety of media. You will gain an insight into the working practices of a wide range of media careers.

