

Media Studies

Method of Assessment

Two Exams (70 %)

- Exploring the media: Media language, representation, industries and audience. (40%)
- Understanding media forms and products: In-depth analysis of TV Crime Drama / Sitcoms and Music Videos / artist websites (30%)

One individual production piece (30%)

- 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 including a poster and DVD cover.
- Magazines - Create a new print OR online magazine

Course Content

A variety of media forms are studied in depth including: newspapers, television, music video and online, social and participatory media. You will also find out how different types of media industries operate and use their power.

You will learn how to plan and produce a range of media texts which will help build an individual portfolio using industry software such as Adobe Premiere Pro and Photoshop.

Your written work will be predominately essays, analysing existing media texts. This will enable you to demonstrating your knowledge and understanding of each industry.

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 forms 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. If you see yourself working in film, television, music, publishing or advertising then our course offers you a wealth of practical and theoretical knowledge needed to get ahead. This course will also provide you with valuable skills in media literacy and communication.