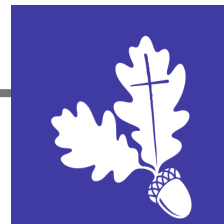


MEDIA STUDIES



Aims of the Course

- To interact with, understand and enjoy studying the many facets of media production.
- To develop a critical understanding of a wide range of media texts.
- To work independently to produce high quality moving image, print and e-media work.

Types of Learning Experience:

The course will be a creative mix of the practical and academic. Media students undertake practical production work, making advertisements, TV, print and e-media work. You are also encouraged to write, blog and present your work academically.

Link Subjects:

Media complements all creative arts and social sciences. It combines well with English, Drama, Art, Photography, Music and Sociology.

Progressing to Higher Education:

Media is a stimulating subject which helps to develop both practical media skills and your power of analysis. It is useful to access further study in any other English based or Arts subjects. Universities often like the independent working skills of Media students.

Careers:

Relevant to those wishing to pursue a course in the media industries, advertising, journalism, publishing or the arts, media in broadcast and e-media platforms, is a very powerful industry which is rapidly growing.

Investigating Media—Component 1 (35%)

Section A—Contexts

Music video and Advertising—You will examine a range of social, historical and economic contexts of set media texts, which will form the basis of the examination. You will complete both shorter answer questions and essay

Section B—Industries

This section looks at media industries and ownership, with a specific focus on Hollywood and British film institutions. You will also focus on adaptations in a rapidly changing news industry

Assessment:

Written exam paper 2.5 hours

Component 3—Non Examination Assessed work

Creating Media

You will select from a series of tasks and create a cross-platform piece individually

Assessment:

Internally examined and Externally Moderated.

Component 2—Media Forms and Products in Depth

Critical Perspectives (35%)

This unit focuses on the media industry and media in the online age. We examine the social impact of the 2.0 culture on television, radio, magazines and news

Assessment:

Written exam paper 2 hrs 15 minutes

Entry requirements:

A minimum of 5 grades 9-4 at GCSE. Grade 4 in a related Creative Art or English is preferable but not essential.

