

GCSE MEDIA STUDIES

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WHAT IS MEDIA STUDIES?

- Media Studies is about communication, particularly mass communication, with lots of people through different media platforms
- The average adult consumes media for almost 8 hours a day and within that time, they are being bombarded by other people's ideas and opinions and images of the world and its people
- How someone responds to that will affect their ideas about people, places and society, of politics and culture, of themselves and of their place in the world



WHAT WILL I STUDY?

- As a GCSE Media Studies student, you will analyse how media products like TV programmes and music videos use images, sounds, language, and representations to create meaning
 - You will learn about the media industry and how the industry affects how media products are made
 - You will investigate media audiences, exploring who are the people who watch, read and consume the products, and considering how different people might be affected by media products differently, and why
- Television
 - Online Media
 - Advertising and Marketing
 - Film Marketing
 - Magazines
 - Newspapers
 - Social and Participatory Media
 - Music Video
 - Radio
 - Video Games

**HOW WILL I BE
ASSESSED?**

Component 1: Written examination
1 hour 30mins, 40% of qualification

Component 2: Written examination
1 hour 30mins, 30% of qualification

Component 3: Non-exam assessment
Media Production, 30% of qualification

WHAT SKILLS WILL I DEVELOP?



CRITICAL
THINKING



ANALYSIS



RESEARCH



PLANNING



PRACTICAL
SKILLS



TIME
MANAGEMENT



ESSAY WRITING
SKILLS



WHERE COULD MEDIA STUDIES TAKE ME?

- A Level Study: During the GCSE Media course you'll develop and practise a range of skills which will equip you for progression to A Level study. They will also help you hugely in other areas such as Film Studies, English, Humanities and Social Sciences.
- Looking further ahead, over one hundred universities offer courses in Media, Communications and Cultural Studies in the UK. An A Level qualification in Media Studies, informed by study at GCSE level, helps you to move towards these courses, as well as to those in a range of other areas.
- If university isn't for you, there is a huge array of career opportunities in the media, and it's an industry that is growing very quickly. If you are interested
- In the idea of a career in TV and film production, advertising, journalism, interactive media, and digital marketing, technical production, special effects, web design and post-production, then studying Media at GCSE level is a great place to start.