

Media Studies

Media Studies is an interesting, relevant and exciting area of study which explores the contemporary media landscape such as TV, music videos, film marketing, magazine publication, advertising and social media. Students will develop a critical awareness and understanding of the media, its role in moulding society and its messages and attitudes through the exploration of the products of media production processes, the institutions which produce them and the audiences which respond to them.

The course combines theoretical exploration and analysis with practical production, building a solid foundation for potential career paths across the media industry. Students develop a full range of creative, technical and academic skills throughout the course as they put theory into practice to create their own media products.



COURSE CONTENT

The course is structured around the following modules:

1. News

Students explore the world of news production in the UK, examining content from newspapers, magazines, and online media.

3. Media Language & Representation

Students explore media language and representation across the medium of advertising and marketing whilst exploring the production of music videos and magazines as a media form.

3. Media Industries & Audiences

Students explore media industries and audiences by examining the mediums of radio, video games and the film industry.

4. Long Form Television Drama

Students explore the medium of television drama by examining a range of specific TV dramas (including non-English language productions).

Media Studies is highly compatible with many subjects due to the training it provides in independent and critical thinking and analysis. Specifically, there are opportunities for links with arts and humanities subjects.



ASSESSMENT

All course content is examined at the end of the 2-year course. The assessment consists of two written exams and one piece of coursework.

Paper 1:

Written exam. Media Messages. 2 hours. 35% of final marks.

Paper 2:

Written exam. Evolving Media. 2 hours. 35% of final marks.

Coursework: Production

Students produce a cross-media product in response to a set brief; an example of this would be the production of a music video along with a website to promote the artist or an original magazine with an accompanying website. 30% of final marks.



ENRICHMENT

The Media Department organise a number of exciting trips to the British Film Institute and New York. Students' work is entered into the School's OSCARs award evening at the end of the year.

FUTURE PATHWAYS

Media is a respected academic discipline, as evidenced by Cambridge University's inclusion of it as part of their foundation year in English. The course also offers qualifications that are recognised by the industry, opening up opportunities for future employment in the media sector. In addition, they provide an excellent foundation for further study in media-related courses in higher education.



SKILLS REQUIRED

This course is designed to foster students' creative skills and develop their critical thinking. It is open to anyone genuinely interested in the methods used in the construction of media texts on both a theoretical and applied level, though it is recommended that you have strong passes at both GCSE English Language and English Literature.



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