



COURSE NAME: Media Studies

COURSE OUTLINE:

Media is about communication, particularly mass communication with lots of people. The media creates products that are designed to entertain and inform, created for lots of people to hear, watch or read, often at roughly the same time. Whenever you are watching television, streaming films, scrolling through social media or listening to a podcast, you are consuming media.

You will explore lots of different media products. The power that the media has is huge. Think about the idea that 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, politics and culture, of themselves and of their place in the world. The WJEC Eduqas specification offers learners the opportunity to develop knowledge and understanding of these key issues and the ability to debate important questions about the media.

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 consider how different people might be affected by media products differently, and why. You will study lots of different media forms, such as: Television, Magazines, Music Video, Radio and video games.

There will also be a significant amount of practical work where you might create music videos, magazines, television programmes, advertisements and more. In your practical work, you'll be able to apply what you've learned about the media in the production of your own media products.

EXAM BOARD: Eduqas

ASSESSMENT: % coursework % written exam

| Exam Details | Percentage of GCSE weighting |
|--|------------------------------|
| Exploring the Media | 40% |
| Understanding Media Forms and Products | 30% |
| Creating Media Products- coursework | 30% |

POST 16 CHOICES: Looking further ahead, over one hundred universities offer courses in Media, Communications and Cultural Studies in the UK.

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.

Further Information: Miss N Jellis

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