

Subject:-

Media Studies

Head of Department: -

Mrs D Parris

Teachers in this department: - Mr Boxall,



General overview

Media Studies is a subject that can be chosen for GCSE. The course we currently run is through the exam board EDUQAS.

The course is made up of 3 components.

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KS4 overview

Component 1 – exam 1 (40%) – Learners will develop their ability to analyse media language, representations and meanings in a range of media products. In addition, learners will study products from specific media industries and audiences to develop their knowledge and understanding of those areas of the theoretical framework. Learners will also begin to explore how media products reflect, and are influenced by, the social, cultural, historical and political contexts in which they are produced. They will look at 6 different medias; newspapers, advertising & marketing, magazines, radio, video games and film.

Component 2 – exam 2 (30%) - learners will gain a deeper knowledge and understanding of media language and representation, as well as extending their appreciation of these areas through the study of media industries and audiences. Learners will also develop knowledge and understanding of how relevant social, cultural, political and historical contexts of media influence media products.

In this component learners will explore particular media forms in depth through both of the following topics:

- 1) Television: sitcom
- 2) Music: music video and online media.

Component 3 – coursework (30%) - In this component, learners must apply their knowledge and understanding of media language and representation to an individual media production for an intended audience in response to a choice of briefs set by WJEC.

The following media forms and frameworks will form the basis of all set briefs:

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.

Magazines Create a new print **or** online magazine.

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KS5 Overview

In 6th form we run OCR level 3 extended certificate in Digital media. The course is made of 6 units.

Unit 1 - Media products and audiences (90 GLH) – exam:

The aim of this unit is for you to develop your understanding of how different media institutions operate in order to create products that will appeal to specific target audiences. You will therefore learn about the different ownership models in the media industries, and you will learn how to analyse different media products within the sector to understand the fundamentals of how meaning is created for audiences. You will learn about how audiences are categorised, researched and targeted by media producers and how media institutions distribute and advertise their products to audiences.

Unit 2 - Pre-production and planning (90 GLH) – exam:

Pre-production and planning are key aspects of any media production, time spent well leading up to a production can save time and money. By completing this unit, you will understand the preproduction process that the creative media industry follows when creating a product. You will learn how to carry out research in the planning stage of a media production and about the various acts of legislation that need to be considered. You will learn about the constraints that need to be considered when planning a new media production, including timescales and resources. You will understand how to create pre-production documents in relation to client requirements and how to plan projects to meet these needs.

Unit 3 - Create a media product (60 GLH)

Media products have a range of different purposes. Whether it is to advertise and promote a product or service, inform an audience of a cause or engage and entertain an audience. This aim of this unit is for you to develop knowledge and understanding of the production processes for producing one of the following media products:

- print-based
- audio-visual
- audio

You will apply your learning gained in Units 1 and unit 2, to plan and produce a media product. You will complete planning materials to take them forward in the production and post–production stages of your intended media product. You will plan, produce and edit original content for your intended product. By completing this unit, you will have the skills to:

- create a proposal to meet a client brief
- produce planning materials
- create and manage original content for the product
- apply editing techniques.

KS5 Overview

Unit 20 - Advertising media (60 GLH):

Advertising media is around us on a daily basis, from billboards in the street to adverts watched daily on the television. Different types of advertisements are used together to create campaigns that grow a brand and an organisation's image, and promote all types of products and services used to entice the public at large.

In completing this unit, you'll understand advertising campaigns and how audio-visual, print based or audio advertising media are used within them. You'll plan an advertising campaign for a product or service, selecting the appropriate media components to produce it. You'll produce original media components for incorporating into a campaign, considering the market and its target audience, as well as legal and ethical constraints, to ensure that all components comply with the required codes and conventions of the genre.

Unit 21 - Plan and deliver a pitch for a media product (30 GLH)

A media product does not simply exist in a vacuum. There is much work to be done before the product is finally consumed by an audience. Like most commercial products, a media product starts life as an idea in the mind of its creator or creators who then have to sell the idea to those who have the means to produce it. To convince the producers that it is a good idea, the creator(s) have to show how the end product might look or sound, and convince them that there is a unique selling point to attract a particular audience. You will choose to focus on either print, audio, or audio-visual media. By completing this unit, you will be able to generate ideas for your own media product based on a client brief, pitch your ideas to a client, and be able to respond to feedback to prepare your idea for pre-production.

Unit 23 - Create a personal media profile (30 GLH):

The creative media sector is competitive and being prepared is one step nearer to achieving your chosen career. This unit will be a showcase of the work you have created, supported by a personal media profile. You will identify content to be included in your showcase, as well as create an adaptation of a piece of your existing media work. You'll evidence your personal media profile by exploring your skill set, abilities and achievements and learn how to combine your creative work and personal profile to create a digital professional identity suitable for sharing with prospective employers, higher education institutions and for other career progression pathways.

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