

Media is about communication, particularly mass communication. The media create products designed to **entertain** and **inform**. Whenever you are watching television, streaming films, scrolling through social media or listening to a podcast, you are consuming media. On the GCSE course, you will analyse how media products like TV programmes and music videos use **images, sounds, and language** to create meaning. You will learn about **media industries** and how media products are made. You will explore the concept of **audience**, considering why we are no longer considered passive consumers *of*, but active participants *in* media, and asking how it affects us. Finally, you will consider the role the media play in shaping **representations** of people, issues and events, and ask how these influence our own identities and values.



What will be studied?

A range of media forms, such as: Television; Online Media; Advertising and Marketing; Film Marketing; Magazines; Newspapers; Social and Participatory Media; Music Video; Radio; Video Games

What activities will there be?

While 70% of the course is examined through written assessment, there is a significant practical work element where you have the opportunity to 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.

What percentage of the final grade is from coursework?

Assessment will consist of a mixture of examinations and non-examined assessment.

- 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 (coursework): Media Production, 30% of qualification

What about after Key Stage 4? (Careers, Sixth Form & College)

During the GCSE Media Studies course you'll develop and practise a range of skills which will equip you for progression to A Level study. They will also help in other areas such as English, Humanities and Social Sciences. Over one hundred universities offer courses in Media 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. There has never been a better time to become a student of the media.

Exam board: WJEC/Eduqas