



## Course Requirements

Sixth Form Entry Requirement  
plus  
GCSE English Language – Grade 5

## Syllabus

AQA

## Who to Contact

Mrs S Smith  
Course Leader

## Overview

The Media Studies course is designed to encourage you to take a step back from the media that surrounds us and is consumed by us. It teaches you to analyse how it has been constructed to shape meanings, and influence those who use it. The course also aims to look at how audiences' identities are being shaped by the ways in which we use media texts and the extent to which we are able to assert our own identities through modern, interactive media such as social media. You will develop a critical understanding of the media through a range of conceptual approaches in which you will develop effective research and evaluation skills.

Alongside the academic side, there is a practical element where you will use what you have learned about how the media communicates, to create your own media texts. This will enable you to develop practical production skills where you can choose to make moving image, e-media or print materials. Assessment is in the form of two examinations and a practical production weighted at 70% examination and 30% production. The examinations cover a broad range of areas for which you complete in-depth studies of products and industries across the media.

## Structure

**Media Language and Media Representations** where we explore how advertising and marketing, and music videos to investigate how they communicate messages and represent different social groups.

**Media Industries and Media Audiences** where we explore the how radio, newspaper and film industries operate, including investigations into the reasons why audiences use them, and to what extent they are influenced by them.

**In-depth case studies of forms of television, magazines , online social and participatory media and video games.**

**Long Form TV drama** - this is a synoptic case study where we draw together all knowledge and understanding from across the course to study one British or US drama and compare it to a European drama. Here we consider questions such as why dramas from different countries might represent social groups or issues in different ways.

**Video games:** we analyse how a range of video games engage audiences, for example, through the use of narratives, representations or through social media.

**Magazines:** two contrasting magazines are chosen to enable you to investigate how meanings are created by different production companies. Examples of areas of study include an exploration of how magazines like Men's Health can shape audience beliefs about masculinity and how this might impact upon identities.

**Non-Examined Assessment:** This is the practical production where you get to demonstrate what you have learned by designing and creating two productions – on different platforms (print, e-media or moving image). You complete research, pre-production and then two linked production pieces. For this, you work to a brief which changes each year but is varied enough to give you a broad range of options that you can tailor to your strengths and interests. Therefore, we encourage you to interpret this in ways that will give you a good degree of freedom to be creative and adventurous.