



## Course Requirements

Sixth Form Entry Requirement  
plus  
GCSE English Language – Grade 5

## Syllabus

EDUQAS

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

**Media Industries and Audiences** where we explore how advertising and marketing, radio, newspapers, video games 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 and online social and participatory media

**Long Form TV drama** - a synoptic case study, drawing on all knowledge and understanding from across the course to study one British/US drama and compare it to a European drama. Here we consider why dramas from different countries might represent social groups or issues in different ways.

**Magazines** - two contrasting magazines are chosen, investigating how meanings are created by different production companies. Examples of study include an exploration of how magazines can shape audience beliefs about gender and how this might impact upon identities.

**Online media** - this study addresses the cultural significance of social media channels and websites in the media today, exploring how convergent media platforms encourage an active audience and what they offer for self-representation.

**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 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.