

Why Media Studies?

Try to imagine our society without the media and you might begin to appreciate the degree to which the modern world is dependent on and shaped by the media it produces. Television, radio, newspapers, magazines, advertising, film, music and the internet - media is manufactured and consumed in more forms and in greater quantities than ever before. Love it or loathe it, you can never leave it.

Media Studies lets you create your own media products, like film trailers or music videos. The skills you learn in Media Studies help you in English too. If you study them together you can get better grades in both subjects.

Aims and objectives

GCSE in media studies offers a broad, coherent and rigorous course of study, which will prepare students to make informed decisions about further study and progression to AS and A level or employment.

GCSE specifications in media studies must enable students to:

- demonstrate skills of enquiry, critical thinking, decision-making and analysis
- acquire knowledge and understanding of a range of important media issues
- develop appreciation and critical understanding of the media and their role both historically and currently in society, culture and politics
- understand and apply specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed in order to make informed arguments, reach substantiated judgements and draw conclusions about media issues
- appreciate how theoretical understanding supports practice and practice supports theoretical understanding
- develop practical skills by providing opportunities for creative media production

Content

The four areas of Media Studies that we will study at Brookfield School are:

- media language: how the media through their forms, codes and conventions communicate meanings
- representation: how the media portray events, issues, individuals and social groups

- media industries: how the media industries processes of production, distribution and circulation affect media forms and platforms
- audiences: how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

And these will be applied to the following media products:

- film
- radio
- newspapers
- magazines
- advertising and marketing
- online, social and participatory media
- video games
- music video

The Creative Bit!

GCSE specifications in media studies must require students to complete one individual media production in response to a brief set by the awarding organisation. This production must require students to apply their knowledge and understanding of representation and media language from the theoretical framework

Recent creative examples from students include:

***A TV advert for 'Score' deodorant aimed at a teenage market.
An interactive webpage for a local band.***

KS3 Media Studies:

Media Studies in Year 7

- **What is Media**
- **Newspapers**
- **Pop Bands & The Music Industry**

Media Studies in Year 8

- **Radio & Podcasting**
- **Soap Operas**
- **Magazines**
- **Comics & Cartooning**

Media Studies in Year 9

- **Modern Technology**
- **Film Studies & Moving Image Analysis**
- **Video games**

KS4 Media Studies:

Years 10 & 11

Unit 1 Media Language

- Media One Paper 1 Section A Media Language and Media Representations

Assessment Overview:

Theme: Stars, Celebrities, People in the Media

Targeted Close Study Products:

- ***Galaxy Audrey Hepburn:*** Advertising/Marketing

Unit 2 Media Representation

- Media One Section B Media Audiences and Media Industries

Assessment Overview:

Radio, Newspapers, Film (industries only)

Targeted Close Study Products:

- ***Reveal:*** Magazine study (replacing Wiz Khalifa True magazine cover)
- ***Tatler:*** Magazine study
- ***OMO:*** Advertising/Marketing
- ***Galaxy Audrey Hepburn:*** Advertising/Marketing
- ***NHS Represent campaign: Lady Leshurr:*** Advertising/Marketing

Unit 3 Media Audience

- Media One Section A: Media Language and Representations
- Media Two Section B: Media Audience and Media Industries
- Media Two Section B: Media Online, Social and Participatory and Video Games

Assessment Overview:

Online, social and participatory media

Video games

Targeted Close Study Products:

- ***Zoella:*** Online/Social Participatory
- ***Kim Kardashian Hollywood:*** Online/Social Participatory
- ***Lara Croft Go:*** Online/Social Participatory

Unit 4 Media Industry

- Media One Section A: Media Language and Representations
- Media Two Section B: Media Audience and Media Industries

Newspapers (Print - In-Depth)

Music Video

Targeted Close Study Products:

- *The Times*
- *The Daily Mirror*
- The Arctic Monkeys
- One Direction

Unit 5 Final Close Study Products

Assessment Overview:

Television

Targeted Close Study Products:

- *Class (2016)* - Episode 4: *Co-owner of a lonely heart*
- *Dr Who (1963)* - Episode 1: *An Unearthly Child*

Unit 6 Exam Specific Revision & Preparation