



## Media Studies

Name of Course	GCSE Media Studies (8572)
Exam Board	AQA
Curriculum Outline	<p>Pupils will undertake three units</p> <p><b><u>Media One</u></b></p> <p><b>Section A</b> will focus on Media Language and Media Representation. Questions in this section will analyse language and how media products are represented in different ways, focusing on:</p> <ul style="list-style-type: none"><li>• magazines</li><li>• advertising and marketing</li><li>• newspapers</li><li>• online, social and participatory media and video games.</li></ul> <p><b>Section B</b> will focus on Media Industries and Media Audiences. Questions in this section will focus on how media products are made for particular audiences, focusing on:</p> <ul style="list-style-type: none"><li>• radio</li><li>• music video</li><li>• newspapers</li><li>• online, social and participatory media and video games</li><li>• film (industries only).</li></ul> <p><b><u>Media Two</u></b></p> <p><b>Section A</b> will be based on a screening from an extract of one of the television Close Study Products and can test any area of the theoretical framework.</p> <p><b>Section B</b> will be based on either newspapers or online, social and participatory media and video games and can test any area of the framework.</p> <p><b><u>Non-exam assessment – creating a media product</u></b></p> <p>Candidates will respond to a brief provided by the exam board which will demonstrate:</p> <ul style="list-style-type: none"><li>• Application of knowledge and understanding of the theoretical framework.</li><li>• Ability to create media products.</li></ul>



<p>Learning &amp; Assessment Method</p>	<p><b><u>Media One</u></b></p> <ul style="list-style-type: none"><li>• Written exam: 1 hour 30 minutes</li><li>• 84 marks</li><li>• 35% of GCSE</li></ul> <p><b><u>Media Two</u></b></p> <ul style="list-style-type: none"><li>• Written exam: 1 hour 30 minutes</li><li>• 84 marks</li><li>• 35% of GCSE</li></ul> <p><b><u>Non-Exam Assessment</u></b></p> <ul style="list-style-type: none"><li>• A choice of one of five annually changing briefs, set by AQA.</li><li>• 60 marks</li><li>• 30% of GCSE</li><li>• Assessed by teachers</li><li>• Moderated by AQA.</li></ul>										
<p>Curriculum Intent</p>	<p>Media is a contemporary and interactive subject which encourages pupils to develop their creative, analytical, research, and communication skills, through exploring a range of media forms and perspectives. In the 21st Century, the understanding of Media and its influence on our society is an integral part of everyday life. Media communications reach us on all platforms and is a constantly changing society. Media studies is a subject that will not only teach us about the impact of the media, but also educate and prepare us for this in our daily lives.</p>										
<p>Career and Learning Progression</p>	<p>Media Studies offers pupils excellent opportunities to develop and shape their own perception of the media that surrounds them, encouraging them to think about products that are part of our daily lives. Additionally, pupils will also gain creative skills in creating their own media within the coursework component of the qualification.</p> <p>While a satisfactory grade in Media Studies is considered essential in many areas post GCSE, from occupational qualifications such as apprenticeships to further academic study at A-Level, it also creates transferrable skills which could lead pupils to:</p> <table data-bbox="635 1691 1104 1868"><tr><td>Law</td><td>The arts</td></tr><tr><td>Politics</td><td>Teaching</td></tr><tr><td>Marketing</td><td>Academia</td></tr><tr><td>Journalism</td><td>Film</td></tr><tr><td>Radio</td><td>Video gaming</td></tr></table>	Law	The arts	Politics	Teaching	Marketing	Academia	Journalism	Film	Radio	Video gaming
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<p>Useful Links</p>	<p><a href="#">AQA   Media Studies   GCSE   GCSE Media Studies</a></p>										