

SUBJECT**MEDIA STUDIES GCSE****Head of Subject:****Mr S Lewis****Course Description:**

Media Studies uses four major concepts which form the basis of the subject content.

- Media language – forms, codes and conventions
- Media representation
- Media industries
- Media audiences

GCSE Media Studies engages students in the in depth study of media products in relation to the four areas of the theoretical framework:

- media language
- media representation
- media industries
- media audiences.

Students are required to study media products from all of the following media forms:

- television (Doctor Who and His Dark Materials)
- film (Black Widow and I, Daniel Blake)
- radio (Radio 1 and Kiss FM)
- newspapers (The Times and The Mirror)
- magazines (Tatler and Heat)
- advertising and marketing (OMO, Galaxy Chocolate, Represent – Blood Donation)
- online, social and participatory media (Marcus Rashford)
- video games (Lara Croft and Kim Kardashian)
- music video (Arctic Monkeys and Black Pink)

Film is an inextricable part of the wider media landscape, which is intimately connected with other media, such as television, video games and online media. However, to avoid overlap with GCSE Film Studies, film should not be a primary object of study in this context. Students may study individual feature films, but this must only occur in the context of cross-media study, which explores the convergence of media platforms and technologies, or in the context of the study of media industries. For the purposes of this specification, film will only be studied in the context of the study of media industries.

In addition to the broad coverage of all nine media forms, students must engage in the in depth study of at least one audio-visual, one print and one online, social and participatory media form. Each in depth study will link the specified media form to all four areas of the theoretical framework.

Assessments:**Media One**

- written exam
- 1 hour 30 minutes
- 84 marks
- 35% of GCSE

Media Two

- written exam
- 1 hr 30 minutes

- 84 marks
- 35% of GCSE

Non-exam assessment Creating a Media Product

- 60 marks
- 30% of GCSE
- Teacher assessment
- Responding to a creative brief.