



MEDIA STUDIES

Key Stage 4

What is GCSE Media Studies?

GCSE Media Studies offers students with an interest in the Media the opportunity to explore several areas of this industry in both creative and analytical ways. The course focuses on a variety of different aspects of the Media which may include film, television, radio, the music industry, the Internet, print media and advertising.

Why take GCSE Media Studies?

Media Studies offers students the opportunity to develop critical thinking and decision-making skills through consideration of issues that are important, real and relevant to learners and to the world in which they live. The media industry is now a massively important part of our new economic landscape.

How can Media Studies help me progress?

Media is an integral part of our everyday lives and the industry contains a wide variety of jobs which draw upon a many and varied set of skills within its workforce. The study of Media Studies is suitable for students intending to pursue a career in, for example, broadcasting, advertising, marketing, journalism or graphic design.

How will I be assessed?

- Unit 1 – Examination on 'Exploring the Media' (30% of qualification)
- Unit 2 – Examination on 'Understanding Television and Film' (30% of qualification)
- Unit 3 – Non-exam assessment 'Creating Media' (40% of qualification)