



Ringwood School

A National Teaching Academy

GCSE Media Studies

GCSE	9 to 1	AQA
Who is this course aimed at?	This course is designed for students who are interested in a wide variety of media products from Newspapers & Magazines to Radio & TV shows, as well as elements of advertising, music video, video games and social media and would like to study them in-depth. It is advised that you enjoy writing and have a good level of written English . You should also have a desire to learn media analysis and production techniques across all media sectors, not just video! If you are more interested in film, you should consider Film Studies instead.	
How will I be assessed?	You will learn the 'Theoretical Framework' for media analysis through case study products, looking in detail at their Media Language, Representations, Industries and Audiences. You then apply that knowledge in 2 exams (70%) at the end of year 11 (details below). In addition, there is one NEA coursework unit where you will learn the skills involved in creating your own media practical/production (30%) .	
Will I enjoy the course?	You'll enjoy this course if you're passionate about ALL aspects of media . You'll think and write critically about how all media sectors (Print, Video, Audio, Online & Interactive) attract audiences using established techniques. You'll explore how media producers create meaning, target audiences, and the ways that industry influences production, as well as how audiences responded to your close-study products. If you're interested in using software like Photoshop or learning photography skills, this course will develop your practical abilities. However, this is only one unit on the course and success will rely on independent learning.	
What will be expected of me?	Students are expected to be organised and self-motivated. You will complete independent research, extended written reflection, to help evaluate your own progress. You will need to work well individually and in small groups and will have a desire to develop both your written analysis as well as practical media production skills whilst working to strict deadlines.	

What will I study?

Media 1 Exam 1 ½ hours, 35%	An essay based exam that focuses on Media Language, Representations, Industries & Audiences. Topics covered are: the film industry, music videos, advertising & marketing, newspapers, online, social & participatory media and video games.
Media 2: Exam 1 ½ hours, 35%	In Section A of this exam you analyse a clip from a television programme in exam conditions. Section B is based on either newspapers or online, social and participatory media and video games, testing any area of the framework (Media Language, Representations, Industries and Audiences).
Non-Examined Assessment: <i>Create a Media Product in Response to a Brief</i> Internal coursework 30%	The practical element of the course will apply your knowledge and understanding of the Media to create a product to a brief provided by the exam board. These often give the choice between a video extract, like the opening for a TV show or an advert, or a print media product such as a poster campaign or magazine. You will be taught relevant production techniques, as well as post-production skills, using professional equipment and Adobe software. All camera equipment will be provided by the school as well as an Adobe Creative Cloud log in for the duration of your studies.

Course specification: <https://www.aqa.org.uk/subjects/media-studies>

Students cannot choose to study both Media Studies and Film Studies