

# Media Studies



## About the Subject

Is this a Mickey Mouse subject?

Yes. With companies like Disney reaching every corner of the earth and making a global profit of \$1.49 Billion last year: the power, influence and effects of the media are certainly worth studying. Taking Media Studies requires an enquisitive mind and is suitable for anyone who asks questions about the world in which we live.

You will study the following:

- How various media products are made
- Why they are made and who they are made for
- The effects media products have on society
- The power of the media and the people behind it

Lessons will involve analysing media products from broadcast, print and e-media platforms. We learn how and why they are constructed, in order to make our own products and to evaluate the effects of this mass communication on the audience.

***“Media Studies will inspire both your creative and practical side. I’ve really enjoyed studying this subject and would recommend it to anyone.”***

***Callum (Year 12)***

## Course Content

**Unit 1: Media Representation and Responses**  
An external paper comprising of three compulsory questions, including one question on unseen audio-visual or print-based material. (50% of the AS award, 25% of the A2 award).

**Unit 2: Media Production Processes**  
Three components: one pre-production piece; one production piece, which develops from the pre-production; and one report on the production process. (50% of the AS award, 25% of the A2 award).

In the second year, you will move onto the following units:

**Unit 3: Media Investigation and Production**  
Three components: a written investigation into media product; a media production; and an evaluation of how the production is informed by the investigative research. (25% of the A2 award).

**Unit 4: Media – Text, Industry and Audience**  
An external paper comprising of three questions based on three different media industries studied in class. (25% of the A2 award).

## Entry Requirements

To study Media Studies with us, you need to have achieved at least a grade C in GCSE English or GCSE English Language.

## Career Paths

Journalism; Television; Film; Marketing; Advertising; Communications; Teaching; Radio

### Watch our Video

At [vimeo.com/110886408](https://vimeo.com/110886408) or scan this QR code:

