

GCSE

Media Studies

The Brunts Academy

What is Media Studies?

As a GCSE Media Studies student, you will analyse how media products like TV programmes and music videos use images, sounds, language, and representations to create meaning. You will learn about the media industry and how the industry affects how media products are made. You will investigate media audiences, exploring who are the people who watch, read and consume the products, and considering how different people might be affected by media products differently, and why.

You will study lots of different media forms, such as:

- Television
- Online Media
- Advertising and Marketing
- Film Marketing
- Magazines
- Newspapers
- Social and Participatory Media
- Music Video
- Radio
- Video Games

There's also a significant amount of practical work where you might create music videos, magazines, television programmes, advertisements and more.

Key Features of the Course:

Students will analyse media language, considering how the selection and combination of elements of media language influence and communicate meanings in media products. Learners will also explore the concept of representation and relevant representations of gender, ethnicity, age, issues and events in the media.

Students will develop knowledge and understanding of key aspects of media industries, including ownership, funding, regulation, production, distribution and technology. In addition, learners will consider relevant aspects of media audiences, such as targeting and categorisation, consumption and use, and theoretical perspectives on audiences.

What type of student is this suitable for?

Media Studies is an academic subject and would therefore appeal to students that are interested in the detailed study of the media industry.

If you have an inquiring mind and want to learn about a range of media forms, then this is the qualification for

What could this course lead on to?

This GCSE provides a suitable foundation for the study of Media Studies at A Level. Degree courses in Media, other facilitated subjects including Law, Medicine, History and other essay rich subjects.

If university isn't for you, there is a huge array of career opportunities in the media, and it's an industry that is growing very quickly.

Course Details: Eduqas

Website: www.eduqas.co.uk/qualifications/mediastudies-gcse

Course Contact: Mrs E Stevenson



AMBITION



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RESILIENCE