

# Curriculum Guide – Media



Course Description	Course Content	Assessment
<p>The current AQA GCSE Media Studies offers rigorous but accessible learning on a subject of key importance for young people’s understanding of the world they experience.</p> <p>It offers:</p> <ul style="list-style-type: none"> <li>• Extensive and meaningful coverage of media theory and practice</li> <li>• Practical work which integrates theories and concepts</li> <li>• A choice of assignments for production and pre-production</li> <li>• The chance to study across a range of different media</li> <li>• Opportunities to learn about real media products and industries</li> <li>• Opportunities for progression, especially to GCE Media Studies</li> </ul>	<p>GCSE Media Studies uses four major concepts which form the basis of the subject content.</p> <ul style="list-style-type: none"> <li>• Media Language: forms and conventions</li> <li>• Institutions</li> <li>• Audience</li> <li>• Representation.</li> </ul> <p>The subject content is classified according to the following media forms/platforms:</p> <ul style="list-style-type: none"> <li>• Print and Electronic Publishing including newspapers, comics, magazines etc.</li> <li>• Moving Image:</li> <li>• Television including genre study, franchises, scheduling etc.</li> <li>• Film covering features, shorts, trailers, production, distribution and exhibition as well as genre study</li> <li>• Video including promotional, training and corporate</li> <li>• Radio including commercial, network, public broadcasting, community etc.</li> <li>• Web-based Technologies/New Media including Internet, web design, social networking, weblogs, vblogs, podcasts, gaming etc.</li> </ul>	<p>Unit 1: Investigating the Media Written Paper – 1 hour 30 mins – 60 marks – 40% External Assessment Based on pre-released topic (Serial Dramas).</p> <p>Unit 2: Understanding the Media Controlled Assessment taken from banks of set assignments – 90 marks – 60%</p> <p>Three Assignments: Introductory assignment; Cross-media assignment; Practical Production and Evaluation.</p>

Extra-Curricular Opportunities	Important Information	Use Websites
<ul style="list-style-type: none"><li>• Visits to Mediacity</li><li>• Visits to BBC/Sky News</li><li>• Photoshop club</li><li>• Film club</li><li>• Film makers club</li></ul>	<p>Students will be encouraged to research around each topic including using Youtube clips where appropriate.</p> <p>Students will also be taught how to use Photoshop and film editing programs.</p>	<p><a href="http://www.youtube.com">www.youtube.com</a> <a href="http://www.aqa.org.uk">www.aqa.org.uk</a>  <a href="http://www.bbc.co.uk/news">www.bbc.co.uk/news</a> <a href="http://www.bbc.co.uk/iplayer">www.bbc.co.uk/iplayer</a> <a href="http://www.tellyads.com">www.tellyads.com</a></p>

## Year 12 WJEC A-Level Media Studies



Course Description	Course Content	Assessment
<p>The WJEC Eduqas specification offers learners the opportunity to develop a thorough and in depth understanding of these key issues, using a comprehensive theoretical framework and a variety of advanced theoretical approaches and theories to support critical exploration and reflection, analysis and debate.</p> <p>The study of a wide range of rich and stimulating media products is central to the specification, offering opportunities for detailed analysis of how the media communicate meanings in a variety of forms.</p>	<p>This WJEC Eduqas Media Studies specification is designed to provide a coherent, integrated and in depth approach to studying the media, enabling learners to develop and apply their understanding of the media through both analysing and producing media products in relation to a detailed and comprehensive underpinning theoretical framework and a wide range of advanced theoretical approaches and theories.</p> <p><b>Learners are encouraged to make connections:</b> between different media forms and products, between media products and their contexts, and between theory and practical work. In addition, learners will develop the ability to reflect critically on both media products and theories used to analyse media products.</p> <p>Through this study, learners gain a developed understanding of the key theoretical approaches, theories, issues and debates within the subject, enabling them to question and critically explore aspects of the media that may seem familiar and straightforward from their existing experience. Building on this, learners will also extend their engagement with the media to the less familiar, including products from different historical periods and global settings, those produced outside the commercial mainstream and those aimed at or produced by minority groups, providing rich and stimulating opportunities for interpretation and analysis. The study of relevant social, cultural, political, economic and historical contexts further enhances and deepens learners' understanding of the media, as they explore key</p>	<p><b>Component 1:</b> Meanings and Representations in the Media Written examination: 2 hours 30% of qualification</p> <p><b>Component 2:</b> Media Forms and Products in Depth Written examination: 3 hours 40% of qualification</p> <p><b>Component 3:</b> Cross-Media Production Non exam assessment 30% of qualification</p>

	influences on the products studied.	
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