



## MEDIA STUDIES GCSE

We can't escape the media – its influences are widespread. As its power over people continues to increase, we must have the knowledge and understanding to be able to read its messages before we choose to accept them.

Media Studies provides the tools to become more critical and questioning readers of the media, in a collaborative, discursive and creative environment.

### Enquiring

Pupils are encouraged to question and explore. A new media vocabulary emerges as pupils begin to deconstruct the way in which texts make meaning. Through discussion and analysis of real examples, we explore how the media represents:

- ✓ Gender
- ✓ Ethnicity
- ✓ Age
- ✓ Disability
- ✓ Sexuality
- ✓ Class and Status



*Torchwood director Ashley Way shares some trade secrets with GCSE pupils.*

### Creative

Media Studies offers many opportunities to explore pupils' creativity – from planning and designing advertising campaigns, developing film ideas, creating marketing campaigns – to filming and editing, producing print-based marketing material and making documentaries. By learning the conventions that media producers employ, pupils can use their understanding to develop their own media texts.



### Assessment

Pupils are assessed on their understanding of the Key Concepts through their coursework portfolio (60%) and a 2¼ hour examination (40%).