



Media Studies Curriculum

Department

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Overview

The current AQA GCSE Media Studies course attracts an increasingly large number of students every year because it makes learning interesting, challenging, creative and fun. It offers rigorous but accessible learning on a subject of key importance for young people's understanding of the world they experience.

Key Stage 3 Not Applicable

Key Stage 4: GCSE offers:

- Extensive and meaningful coverage of media theory and practice.
- Practical work which integrates theories and concepts.
- A choice of assignments for production and pre-production.
- The chance to study across a range of different media.
- Opportunities to learn about real media products and industries.
- Opportunities for progression, especially to A' Level Media Studies.

The GCSE course comprises:

Unit 1: Investigating the Media

Written Paper – 1 hour 30 mins – 60 marks – 40%

External Assessment

Based on pre-released topic with guidance and stimulus. Previous exams have included: The Music Press, Video Games, TV News and Crime Drama. The exam topic for 2016-2017 is Television Game Shows.

Unit 2: Understanding the Media

Controlled Assessment taken from banks of set assignments – 90 marks – 60% _

Three Assignments:

Introductory assignment; (Music Video or DVD Cover design)
Cross-media (Film Promotion) assignment;
Practical Production and Evaluation; (Magazine Design and Production)



Key Stage 5: A' Level offers students the opportunity to:

- Enhance their enjoyment and appreciation of the media and its role in their daily lives
- Develop critical understanding of the media through engagement with media products and concepts and through the creative application of practical skills
- Explore production processes, technologies and other relevant contexts
- Become independent in research skills and their application in their practical work and in developing their own views and interpretations.
- **At AS**, candidates investigate the media in order to understand and evaluate how meanings and responses are created. The contemporary media landscape and its changing contexts are studied in terms of products, platforms and technologies:

Unit 1: Investigating Media: 50% of Media AS exam based response: 25% of A Level 2 hour written examination- 80 marks

- Two sections:
 - A – four compulsory short answer questions
 - B – choice of one from two essays

Unit 2: Creating Media: 50% of AS, 25% of A Level Practical unit, internally assessed and externally moderated 80 marks Externally set production briefs.

- Two linked production pieces taken from two of the three media platforms studied in Unit 1 plus 1,500 word evaluation.

At A2, candidates are encouraged to demonstrate, develop and formulate their understanding of the media and its influential role in today's society as well as debating major contemporary media issues:

Unit 3: Critical Perspectives 25% of A Level

- 2 hour written examination Two sections: A – three compulsory questions on unseen stimulus pieces
- B – one essay from a choice of two topics

Unit 4: Media: Research and Production

- 25% of A Level Practical unit, internally assessed and externally moderated 80 marks.
- Two sections: Critical Investigation (48 marks) Linked production piece (32 marks)

Please note that there will be a new AS specification for teaching in 2017. This is currently on the AQA website in draft form.