

GCSE Media Studies

Exam Board: OCR

Aims: Why Study Media?



Not only are we surrounded by media, but the variety of different platforms on which we interact with media is constantly evolving and expanding. It is now more usual to learn about major events online, or on our phones, than it is to read it in the newspaper. Studying media will encourage students to develop their analytical skills, to learn about how an audience is targeted by media producers, and to enhance their skills to encode meaning into their own texts. It is a growth area with all industries needing to develop an on-line presence if they are to engage fully with their customers. This

subject helps students to learn about the wide variety of methods used to represent people, events and issues. Students will learn how a media product reflects the time it was produced in terms of historical and current contexts.

Course Content:

Learners will study a broad range of texts from television programmes to film marketing; from music videos to computer games; from newspapers to magazines and much more. These texts are set by the examining body to ensure that the subject is both interesting and rigorous.

Unit 1: Television and Promoting Media (Examination - 1hr 45 minutes)

Section A: Television	Section B: Promoting Media
Contemporary television	Film
Historic television	Advertising
	Marketing
	Video games

Unit 2: Media Form and Products (Examination - 1hr 15 minutes)

Section A: Music	Section B: The News
Magazines	Newspapers
Music video	On-line and social media
Radio	

Unit 3: Creating Media Product (Coursework Non-Examined Assessment 30%)

Assessment:

The qualification is examined by two examinations which together are worth 70% of the GCSE. The examinations assess knowledge of both set and unseen texts. The final 30% of the qualification is gained through a non-examined piece of creative work.

For further information, contact Mrs J Webster