

**Course Title:** Media Studies

**Course Code/Codes:** J200

**Examining Body:** OCR

### What is the aim of this course?

Media Studies plays an integral role in the decoding of dominant and elitist representations of class, race and gender in a period of tremendous shift in Global socio-economic narratives. Our intent is to inspire students to become an active part of the narrative, as individuals; by developing critical, analytical, deconstructive skills and theoretical knowledge in the key areas of; media industry, audience, representation and language. This intellectual and personal development combined with the integration of their existing media awareness can be of benefit to the school and the wider community.

Our curriculum content aims to reflect the diverse cultural and gender mix of the borough and one of our key objectives is to support students in the development of an informed, nuanced, articulate and confident voice through the exploration of key concepts such as feminism, gender, economic & cultural capital, with the inclusion of relevant historic and contemporary film, posters, books, podcasts, blogs and articles.

### Why should I choose this course?

If you are always consuming media products (films, television shows, newspapers, magazines, social media, Youtube, podcasts) and are fascinated with the processes in which these types of products are created then this course is perfect for you. You will get the unparalleled opportunity to learn how the world is manipulated, engage with things that are essential to your day-to-day living and express yourself creatively.

This is balanced with the theoretical aspect of the course that opens your eyes to how the world you live in is sliced up, packaged and beautified before being re-presented back to you.

### How will I be assessed?

**Paper 1:** Television & Promoting Media

- Written exam: 1hr 45mins (inc. 30min viewing)
- 35% of qualification

**Paper 2:** Music & News

- Written Exam: 1hr 15mins
- 35% of qualification

**Controlled Assessment:** Creating Media

- 30% of qualification

### Is this course for me?

Consider this, everything you love, enjoy or take part in, has in some way shape or form employed the 'media'. Following on from that, it is perfectly logical to conclude that you can pretty much get a job in anything you enjoy, like or have an interest in. Your favourite sports team has a media specialist dedicated to promotion and media coverage. The company of the mobile phone you cannot live without needs to get their brand image correct to target as many customers as it can through the media. Public opinion of your country of origin, culture or religion is in large part shaped and defined by the media. Already being saturated in so many aspects of the media affords you the amazing opportunity of being at the forefront of change.

### Possible career opportunities

There are a range of career choices open to you should you decide to continue your education in creative media production. These include:

- Photography/Video production
- Sound/Audio production
- Games design
- Animation
- Interface design
- Interactive product development
- Camera operator
- Social media manager

**Media Studies**  
GCSE