



# GCSE Media Studies

**Key contacts:** Mr D Clemow  
**Exam Board:** EDUQAS

## Overview of the course:

A recent study led by the Centre for Excellence in Media Practice at Bournemouth University concluded that **“Media Studies should be made mandatory in schools to prevent young people being taken in by fake news and disinformation”**.

Tessa Jowell, former Secretary of State for Culture, Media and Sport, stated: **“Media literacy will become as important a skill as Science and Maths”**.

It has been reported that adults in Great Britain are consuming media for almost 8 hours a day (IPA, January, 2019). Within that time, we are bombarded by other people’s representations of the world and how we respond to these representations can affect our perceptions of people, place, and society and of ourselves. Media Studies is a vital tool necessary to understanding the media’s significance and its power.

As well as analysis, the course also offers the opportunity to create products for the media. This fun and interactive course is suitable for all students and has become an incredibly popular choice.

Media Studies moves beyond the classroom and students will be working with the British Film Institute, Film Hub South West, Plymouth College of Art, The Watermark, and professionals in various aspects of the media industry as well as having the opportunity to go on a variety of other exciting educational visits.

## What will you study?

This unique course is both academic and creative. Students will explore Media Language, Representation, Audiences and Industry, including advertising, television, magazines, video games, film and more. Students will also have the opportunity to create media products for their Non-Examined Assessment.

Examples of media products studied include: James Bond’s *No Time To Die*; *Fortnite* video game; BBC1’s *Luther*; Justin Bieber’s *Intentions* and many, many more.

Practical products include making part of a TV show; a music video; three pages from a magazine or making a DVD cover with a film poster. No practical skills are required before you start this course.

## Assessment

You will study three components:

- Exploring the Media (40% of qualification)
- Understanding Media Forms and Products (30% of qualification)
- Creating Media Products (Non-Examination Assessment, 30% of qualification)

## Possible career path:

Media Studies will help you develop valuable transferable skills such as critical thinking, analysis, research, planning, skills of enquiry and evaluation, practical skills, creativity, time management, essay writing skills and more. Your studies will compliment and assist your learning in other subjects such as English Language and Literature, Humanities subjects, Sociology, and ICT.

The global Media Industry had total revenues of £1,153.4 billion and continues to grow. There is a myriad of careers available including marketing and promotion, film making and production, post-production, digital media, animation and many more. Higher education is a fruitful field for Media Studies with over 100 institutions in the UK offering Media, Communications and Cultural studies. Google “Media Jobs” in the UK and, on average, there are over 3000 vacancies at any given time.