

# Media Studies



## What our students say:

“There is a really good balance of theory and practical elements, where you get to apply your evaluation of media texts to your own creative practice. Being part of the Media Team has helped build up my experience in the field, and I’m now aiming for a career in media production.”

## Why this course is right for you:

Our lives are shaped and informed by the media landscape, and this qualification encourages students to study it in an academic context and apply the knowledge and understanding gained to their own media productions. They develop critical thinking skills as they study the media in both global and historical contexts.

Over two exams with four parts in total, learners gain a broad understanding of the subject and learn the skills to produce their own media artefacts. They develop their ability to analyse and deconstruct media images and representations. Students must complete all components (01, 02 and 03/04): Media messages (01) – a written paper, evolving media (02) – a written paper and making media (03/04)– non-exam assessment

Students develop their knowledge of digital processes and software through practical projects which would give them an advantage if applying for entry level roles in marketing such as a marketing assistant, media sales, as well as working as publishing assistants, updating websites and hosting content. Equally, careers or study in the fields of communications, marketing and advertising are well-suited to studying media.

## What you need to know:

**Exam Board: OCR**

**Who to speak to: Ms Jefferson**

### Topics Covered:

The specifications are designed to widen the intellectual horizons of students through the analysis of both global and historical media. They foster the development of critical and reflective thinking to encourage engagement in the debates surrounding contemporary media. Students look at critical and theoretical approaches from the perspectives of both analytical consumers and producers of media products.

Students study nine media forms and associated set products using a theoretical framework that covers media language, media representations, media industries and media audiences. They also consider the social, cultural, economic, political and historical contexts of media products.

### Assessment:

Two external exams worth 35% each  
A production portfolio worth 30%

### Entry Requirements:

Grade 5 in GCSE English Language and Literature required  
Grade 6 in GCSE English Language and Literature desired  
An interest in media/ film essential

### Co-curricular/trips:

Links with BFI Bristol, opportunity to gain practical experience.