



GCSE Media Studies

The lowdown

Contemporary. Creative. Analytical.

Breakdown of Assessment

- Split into 2 units.
- Unit 1 is worth 40% of the GCSE grade and is an exam taken at the end of Y10. Questions will revolve around a pre released topic that will be studied prior to the exam (The examination topic for 2018 is still to be confirmed and will conform with new GCSE changes).
- Unit 2 is 3 controlled assessment assignments totaling 60% of the total grade. These examine a variety of skills and learning that take place in lessons. Further details are given opposite.

Research, Plan, Produce and Create!

Taking Media Studies will allow you to create your own ideas using the skills you acquire from analysis. Any budding journalists, producers, directors or publishers, this could be up your street!

Why take Media Studies?

You may have heard Media Studies referred to as a 'soft subject'. As our staff and students will tell you, this is far from the truth. Media Studies demands a variety of critical, analytical and creative skills that that students will find challenging. What sets Media Studies apart is the contemporary nature of the subject. Every single day, young people are at the forefront of media engagement through a variety of sources such as the Internet, social networking & television to name a few. Students find the content of the course challenging but relatable, meaning that Media Studies is one of the most relevant subjects in the curriculum.

Controlled Assessment

3 Assignments:

1) Introductory Assignment (15 Marks)

Made up of two parts, this assignment involves a written response to a media text and a linked practical piece.

2) Cross-Media Assignment (30 Marks)

A topic is investigated over two media platforms (2 of print, moving image or e-media). Again, a written response is required as well as a linked creative production piece.

3) Practical Production & Evaluation (45 Marks)

This assignment requires you to create a practical production of your own media text as well as an evaluation of your work. It will incorporate all of the skills learnt during the course.

Typical Controlled Assessment assignments

Assignment 1

- Analyse 2 music magazine covers targeted at different audiences and then create your own music magazine cover which targets a chosen audience effectively.

Assignment 2

- Explore how a brand is effectively advertised across 2 media platforms and then create your own marketing campaign for a similar brand.

Assignment 3

- Create a trailer for a new film by researching genre, audience and trailer conventions and applying them to your own project.



Mythbusting! - Common misconceptions about Media and Film Studies

Myth—Media Studies is a 'soft option'

This couldn't be further from the truth! Media Studies requires analytical, creative and technical skills. It will require you to analyse and create a range of media products. An awareness of current events is crucial and the contemporary nature of study makes Media Studies one of the most relevant and challenging subjects on the curriculum.

Myth—Lessons will consist of 'watching films'

Lessons are more likely to contain class debate, analysis of texts, independent learning and explorations of linked theory. Although Media Studies may require some films or other moving image texts to be viewed, the scrutiny and depth of analysis that takes place makes the viewing a small part of a much 'bigger picture'.

Myth—A Media Studies GCSE won't help when applying for College

Media Studies is as popular as it's ever been and colleges recognize its relevance in the curriculum. The subject can provide students with a more well rounded curriculum that incorporates theoretical and practical skills. Studying the subject at Garforth Academy will provide students with a quality GCSE at the end of Year 11 which will only serve to strengthen any application to sixth form or College.

Performance at GCSE

Media Studies continues to be one of the **highest achieving departments in the Academy**. In 2014 we achieved an **A*-C pass rate of 92%** and have **consistently broken the 90% mark** since the introduction of the course. Students are set **high expectations** and the work that they produce reflect the **high standards** that we have come to expect. Many students continue with the subject at A-level where similar levels of success are achieved.

Why choose Media Studies?

- Popular subject in the curriculum.
- Subject specialist teachers with a passion for the Media.
- Access to the latest Apple Mac technology and filming equipment.
- The opportunity to expand your creative and analytical skills.
- Studying issues and topics that are relevant to you and your day to day life.
- A highly successful subject with an established track record at both GCSE and A-Level.



For more information please contact Mr. Wetton