

Media Studies – Introduction

Media is one of the most rapidly changing aspects of our world – the power and effect of it is all around us.

On this course you will study the industry and learn how to create and produce your own media texts. Although the theoretical framework will remain constant, the contexts and media products will be constantly evolving to reflect current trends, making this a dynamic and highly engaging media course.

What will you be studying?

Media Studies engages students in the in-depth study of media products in relation to the four areas of the theoretical framework:

- Media language, representation, industries and audiences.

Students will study a variety of media theorists and theories alongside a range of set texts including film, video games, TV and music video. Although the theoretical framework will remain constant, the contexts and media products will be constantly evolving to reflect current trends.

Assessment

You are assessed through a combination of Examination and Non Examined Assessment.

- Media One: Section A: Media Language and Media Representations, Advertising and marketing, Music video.
- Media One Section B: Media Industries and Media Audiences, Radio, Newspapers, Film (industries only)
- Media Two: Television, Magazines, Online media, Video games

Assessment:

There are two two-hour written exam papers (70% weighting). and a non-exam assessment (30% weighting).

- Paper One focuses on Media language and representations, industry and audience.
- Paper Two focuses on in-depth forms of televisions, magazines and online, social and participatory media / video games.

For the NEA, you will create a cross-media product in response to a given brief. The NEA assesses your on your ability to create media products for an intended audience by

applying your knowledge and understanding of the theoretical framework of media to communicate meaning.

Career Pathways & Further Education

Media study involves a number of cross-transferrable skills and can lead to careers in a variety of areas.

More media specific career opportunities include: Digital Marketer, Media Buyer, Media Planner, Media Researcher, Music Producer, Public Relations Officer, Social Media Manager, Television/Film/Video Producer, Web Content Manager.

Media studies is a gateway to a number of courses you could study at college/university include: English Literature and Language, Journalism, Marketing, Media Studies, Photography and Film

In addition, there are a number of Level 3 Apprenticeships available each year across media industries.