

GCSE Media Studies

Exam Board and Title: A.Q.A. Media Studies
Lessons per week: 3 x 50 minutes

During the twentieth century, exciting new technologies - like radio, photography, television and the internet - changed the way people communicated and transformed the shape of people's lives. Nowadays we are surrounded by the "Mass Media" and we take things like television, cinema, and advertising for granted. There is a lot to be learned, however, by studying these things, and Media Studies is about trying to understand the media and how we are influenced by it.

In Media Studies you will be taught to think critically about a whole range of media products (Radio, Film Promotional Packages, Lifestyle Magazines etc).

In your studies, you will think about questions like:

- What techniques are used in adverts to persuade people to buy things?
- How the battle for radio listeners affects what we hear?
- How have people of different races been represented in the media, and how can the media be used to change people's attitudes about race?

Controlled Test:

At the end of Year 11 you will complete a number of tasks under timed conditions; you will find out exactly what the tasks are about four weeks before the test. The tasks will focus on a particular topic which is decided on by the exam board. Previous tasks have focused on reality TV, TV quiz shows, popular press, and comics. This will also count for 50% of your total marks.

Media Studies is an exciting and very contemporary subject which focuses on issues and subjects which students often know a lot about already and find immediately relevant. It helps students to develop a questioning and analytical outlook on the world but there is also a strong practical element, so the skills you learn may well lead to a career in the media.