

## MEDIA STUDIES G.C.E.

*Media Studies does not have to have been taken at G.C.S.E. to take A level Media Studies.*

The course focuses on representation and the way audiences/users respond. Students will be expected to draw on their existing experience and develop it. They will be encouraged in their creative work to gain an appreciation of the media and to develop their own production skills. The course is divided into 4 units two of which are taken at **AS-MS1 & MS2** and two at **A level-MS3 & MS4**. All units have equal weighting.



Music/Magazines/newspapers/electronic media/TV/Film/radio/advertising

**MS1** is a 2 ½ hour examination based on media representations and responses. Students will study how media texts are constructed and how audiences and users respond to and interpret them using the following:- genre, narrative, technical codes and language.

Representations -such as gender, ethnicity, age, issues and events, regional and national identities will be studied and how the media use these and the messages and values of these representations.



Gender



Ethnicity



Issues



National identity

**Audience response-** the ways in which different audiences respond to the same text in different ways.

**MS2** - (coursework) Will demonstrate the students' knowledge, understanding and Skills in the media production process through research, planning, production and evaluating. There will be 3 pieces of linked work:-

- A pre-production reflecting research and planning techniques.
- A production, which has developed from the pre-production.
- A report.

**MS3-** (coursework) Develops the knowledge and skills gained in AS. Investigation and production. There will be 3 pieces of linked work:-

- A research investigation into media texts.
- A production developed from the investigation).
- An evaluation.

**MS4** - Media Text , Industry and Audience, a 2 ½ hour examination with 3 questions based on 3 different media industries (Film, Advertising & Music). This is a synoptic assessment of the understanding the students have gained of the relationship between the media texts, their audience and the industries which produce and distribute them.

