



GCSE Media Studies

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Why study GCSE Media Studies?

Media Studies is a dynamic and constantly evolving subject meaning every year, we study something new. Some of the big questions we discuss in Media today are...

- Why has TIKTOK become such a phenomenon during national lockdowns?
- How has the stereotypical 'gamer' evolved?
- Do first-person shooter games like Call of Duty really promote violence within young gamers?
- Why is there such little representation of ethnic minorities in Disney movies?
- Are streaming platforms like Netflix and Amazon Prime going to kill traditional TV?

In Media Studies, we take apart the world around us with a critical perspective trying to understand how quickly this rapid industry is changing. Although the course is fun and practical, it is not easy - only 1.3% of students in the country achieve the very top grade 9 in 2019.

What does the course involve?

In 2021, the course was re-launched with a renewed focus on contemporary and diverse texts. In Media Studies, we often work in different ways to other subjects. We will watch a number of different media texts and experience some first-hand – For example, in our LEGO unit, we will play the game on the PlayStation to understand how audiences are positioned to be 'active participants'.

The course begins with the study of the television crime drama *Cuffs* broadcasted on BBC One in 2015. We also look at the historical spy thriller *The Avengers* from 1965 featuring the iconic Diana Rigg as Emma Peel. We then move onto a synoptic study of the news, focusing on *The Observer / The Guardian* from across traditional newspapers to social media news. We look at how platforms like Snapchat, Twitter and Instagram aim to reach a much younger demographic. *The LEGO Movie* is our Hollywood blockbuster text and is studied in relation to industry contexts. We then look at how the promotional ad break and the subsequent video game guaranteed its success.

The course also involves the study of music magazines with a focus on *MOJO*, however, as part of this unit, we look at the holistic landscape of music promotion. We analyse how Bruno Mars' *Uptown Funk* and Beyonce's *If I Were A Boy* construct juxtaposing representations of women. Radio is also studied as part of the music component, and we focus on the holistic study of BBC Radio 1 with a particular focus on the *Live Lounge* segment.

The course involves a non-examined assessment component in which you create your own media product in response to a brief set by OCR. There are a wide range of briefs to choose from that allow artistic expression. In the past since the course inception, our students have created music videos, fashion magazines and even their own crime dramas. This unit is really for you to explore what kind of media you want to work with in the future.

How will I be assessed?

Component 1:	<i>Television and Promoting Media</i>	35% of qualification
Component 2:	<i>Music and News</i>	35% of qualification
Component 3:	<i>Creating Media</i>	30% of qualification

What are my progression routes?

The course is setup so that students can progress directly onto an A level in Media Studies or a more practical route like a BTEC. Media students have successfully applied or progressed to a wide variety of University courses and workplaces. These include: TV, Film and Radio production; Journalism; Creative Writing; Creative Advertising; Fine Art; Publishing; Media Practice; International Relations; Business Studies and Technical Theatre Production.