



G.C.S.E

Course/subject:	OCR Level ½ G.C.S.E (9-1) in Media Studies (J200)	QAN:		Location of Study:	WGS
Examination Board:	OCR	Qualification Size:	G.C.S.E		
Course description	<p>This course is attractive to students who have a keen interest in media products and processes. It would suit those with an academic background who are creative and artistic. It would complement any subject combination, including Photography. Anyone who wants to study the way in which the media influences our daily lives should study this course.</p> <p>Media Studies is designed to harness and develop your analytical skills through the deconstruction of media products. It is the study of individual texts (such as radio, video games, film and music videos) and focus will largely be on the institutions that made them, how and why they were made, who they were made for, and the rules that govern their production.</p>				
Assessment	<p>70% Exam</p> <p>Paper 1 – The study of the changing media platforms of news, magazines, advertising and marketing and music videos. For example you will focus on how and why newspapers and their online counterparts are evolving as media products and the relationship between both online and offline news.</p> <p>Paper 2 – The study of media industries and audiences, through the media products of: radio, video games and film. You will also study police TV Drama such as: Cuffs and Sherlock. This is a study of media language, different representations and varying media audiences created by this contemporary way of telling stories in television drama in a digital age.</p> <p>30% Coursework</p> <p>Learners will apply knowledge and understanding of media language, representation, media industries and audiences to their own cross-media production based on the following media forms: television, magazines, newspapers, advertising and marketing online, music video and social media.</p>				
Career opportunities	<ul style="list-style-type: none"> • Media studies enables you to maturely understand how media affects the audience and enables you to look behind the scenes of a media product • You will be able to use the media for your own benefit and will have a healthy grasp of issues that affect the production of different media • You will develop your writing skills and presentation skills during the course and will be able to assimilate information and present it in a clear and concise way <p>Typical jobs include:</p> <ul style="list-style-type: none"> •Media planner •Multimedia specialist •Programme researcher, broadcasting/film/video •Public relations officer •Runner, broadcasting/film/video •Social media manager •Television/film/video producer •Web content manager •Advertising account executive •Broadcast journalist •Editorial assistant •Event manager •Information officer •Magazine journalist •Market researcher 				



	<ul style="list-style-type: none">•UX designer•Writer <p>Employers include:</p> <ul style="list-style-type: none">•communications agencies•the Civil Service•further and higher education institutions, such as colleges and universities•local government•marketing organisations•media companies•the newspaper industry•PR consultancies•publishing companies•TV and radio companies.
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