



Prince Henry's
Grammar School

SIXTH FORM

Media Studies

Course Leader: Mrs S Ellis

Why Study Media Studies?

The creative media industry is growing 30% faster than the rest of the economy and is looking for competent, creative people to fill a range of dynamic and exciting jobs, some of which have not even been invented yet! Whether you want to progress to study this subject at university or move onto an apprenticeship or employment, this course will teach a range of high level analytical and practical skills. As the Media play an increasingly large role in our lives and we spend more and more time on our phones and tablets, posting on social networks, playing digital games, streaming on platforms like Netflix and Amazon Prime, it becomes more and more important to understand how these media target audiences and how we are influenced by them.



Course Content and Assessment

Students will investigate a diverse range of media products using their own knowledge and by applying the key concepts of media language, representations, institutions and audiences to a range of products in order to understand how meanings and responses are created. There will be a focus on new technologies and how those developments are changing the way media products are produced and consumed. We will also explore the issues and debates that these new technologies have raised. Are all young people being somehow brainwashed by their phones? Should Youtube be regulated? Are violent video games leading to more youth violence? The media texts studied will be television drama, news, social media, music videos, magazines, radio, the advertising industry, film and the gaming industry. Students will also develop their knowledge and skills in practical work where they will work to an exam board brief. The aim of this course is to create students who actively question the role the media plays in their lives. By creating their own media texts, students will explore the history of the media, study theory and engage with current media debates and issues in the media.

Paper 1: Issues and Debates in the Media (examination, 35%)

Topics covered – News and online news / Magazines / Music video / Advertising and marketing

Paper 2: Analysis of Media Products (examination, 35%)

Topics covered – Radio / Video Games / Film / Television Drama

Paper 3: Creating a Media Product (internally assessed, 30%)

Progression Routes

This qualification is a useful starting point for those who wish to study Media, Media Production or Communication at university. It is also a good choice for those intending to study Journalism, Marketing, Business Studies, Advertising or Leisure Studies.

Entry Requirements

In order to cope with the demands of the course, students should have gained at least grade 4 in English at GCSE. There is no requirement to have taken GCSE Media Studies.