

MEDIA STUDIES (AQA)

What do I learn?

- You get to know a range of films, television series, magazines, newspapers and advertising campaigns and understand how they attempt to influence their audiences.
- You learn the skills to produce media texts of your own, as the course is 50% practical. This includes photography, short film making and digital editing.
- You gain an understanding of post-modern critical theories that enable study at university level. This area is highly academic and will influence the way you think about life, the universe and everything.

What future does it give me?

- You get highly employable ICT skills that lend themselves to creative careers in behind-the-scenes media production.
- You get analytical skills that are valuable in any job that requires criticising the effectiveness of something, especially if this involves writing reports; i.e. any managerial role.
- You get deep insight into who really has power and influence in society, how they achieve it and how, in a small way, to use it yourself.

Is it for me?

- You will have C grade GCSE English?
- You read, watch and listen to the media for information and entertainment?
- You have good ICT skills and want to develop them further?
- You have an eye for making effective images and an interest in visual composition?
- You can write essays to deadlines?
- You like to think and talk about the modern world and how it works?

What would I have to do in Y12?

- Two coursework tasks to create film media, web media or print media, each with 750 word evaluations (50%)
- One exam (1½ hours) with two sections (50%):
 - Four short analysis questions on unseen film media, web media or print media;
 - One essay question based on wider study of the media.

Ask any of the English teachers for more information or email Mr Bennett:
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