

KS4 Media Studies (Year 11)

Course Specifications

Exam board: EDUQAS

Course type: GCSE

Course Description

GCSE media studies introduces students to various forms of media and its role in society. This provides the opportunity to examine and explore a range of media products from film marketing, television, advertising, video games, newspapers and magazines. Students will be introduced to a wide range of media terminology and use it to discuss and analyse these products, taking into consideration social, cultural, historical, economical and political contexts.

The exams test students' understanding of how the media constructs representations through the use of media language, as well as how the media is structured and its influence on audiences. This is presented through historical and contemporary products in order to explore changing attitudes and values within.

The NEA gives students the opportunity to be an independent learner - developing communication and time management skills, creative thinking and learning how to use Adobe software. The production consists of research into existing media products and using the information to plan and create their own print product using Adobe Photoshop and InDesign.

Skills & Abilities

- Creative and analytical
- Dedicated and organised
- Enjoy working with technology
- Able to work to deadlines

Assessment

GCSE (KS4 target in English 5+)

Exam = 70% (2 papers)

NEA (non examined assessment) = 30% (1 unit)

Careers & Progression

Journalism, Marketing, Public Relations, Film and Television, Web Design and Production, Animation, Advertising, Graphic Design, Radio.

Guidance & Advice

Further reading:

Books: [course book](#) and [course revision guide](#)

Websites: [Seneca](#), [BBC GCSE Bitesize](#)

Publications: [The Week Junior](#)

As in Y9, continue to access a wide range of media products that cover a variety of genres for different target audiences, e.g. films, newspapers, magazines, TV programmes, radio broadcasts.
