MEDIA

"Whoever controls the media, controls the mind."

Jim Morrison

Curriculum Lead:

Mrs C Daniel

cdaniel@theferrers.org

Teachers:

Mrs C Daniel

cdaniel@theferrers.org

Exam Board:

Eduqas

www.eduqas.co.uk

The Ferrers Sixth Form

Why study media?

From television to cinema, radio to podcasts, social media to blogs, and everything in between – media plays a big part of our every day.
Media studies will equip you with the communication and technology skills needed to succeed in the modern workplace, whether in the media industry or not. In a media saturated world, it is important to be able to look critically at what messages you are consuming, who is communicating them and how you are being influenced by them.

What will you study?

Year 12

You will study twenty key theories covering the framework areas of language, representation, industries and audience. You will then learn how to use these theories to analyse a range of set texts. The set texts span all media forms, from TV to radio, games to newspapers, websites to advertising. As well as the theoretical study, you will also learn how to use a variety of software to produce your own magazines, films, and websites.

Year 13

In September of year 13 you will begin your Non-Exam Assessment (NEA). This is a practical brief in which you get to choose from six released briefs. You then produce two media products. Once this is completed, you continue with the study of set texts and theory application until the written exams.

How will you study?

The content of this course will be taught with a 70:30 split between the theoretical and practical elements, reflecting the exam components. You will build creative media production skills alongside regular essay and exam style response writing.

How will you be assessed?

Throughout the two years there will be termly assessments in theoretical work focussing on the study of set texts form across all media forms. There are two written public examinations which are worth 70% of your overall grade, and an NEA practical project worth 30%

What do I need to study the course?

Entry requirements: You will need an APS of 4.5+, with a 4 in English Language.
Skills and attributes: A creative eye and willingness to learn digital design and editing software. Analytical skills are key to successfully achieving on this course.

Which subjects combine well with media?

English Literature & Language, Psychology, Art, Drama