



## GCSE Media Studies



GCSE Media Studies - September 2009 onwards.

This is a two year course that will result in a single award GCSE

### **FIRST YEAR – YEAR 10**

1: Students will learn about what media is made up of:

- Advertising
- Marketing and e media
- Cartoons and comic books
- Photography-the still image
- Television-the moving image
- Radio
- Music
- Film and screenplays

This term students will look at media language so that they understand what the institutions mean by certain words and phrases. They will look at how to use digital and video cameras. Students explore AUDIENCE by making a mock-up of a DVD cover and music video for MTV.

2: This will involve looking at two magazine covers and pulling them apart. The students will then design their own magazine cover (for an Action comic/magazine) and write an essay about the cover produced. After that the group will look at the opening of a major film (e.g. 'The Dark Knight') and analyse how characters are shown on screen (REPRESENTATION). This will also be done for a radio advertisement, where a 30 second advertisement for radio will be scripted and produced.

**Coursework essay: about the created magazine/comic front cover**

3: This is all about the people who make the media (INSTITUTIONS). This will all be about advertising. Students will look at a printed and a radio advertisement for the same product. Then a billboard advertisement and a script for a radio advertisement will be created for the same product. This will deal with aspects of marketing. Then the group will write about the two advertisements.

**Coursework essay: about the two advertisements**

### **SECOND YEAR – YEAR 11**

4: Groups of 4 or less will produce the opening to a film. This will need to be planned and storyboarded. It will be edited and scripted. This will form part of a mini project.

**Coursework essay: writing about making the film opening**

5: Revision of everything that has been learned over two years. There will be analysis of Reality TV. This will then form part of scripting, storyboarding, advertising and producing a trailer for a new Reality programme.

6: This will be dedicated to exam work provided by AQA. It has been on comedy films, TV advertising, children's comics and the music press in the past. AQA provide a different study topic each year.