

## Media Studies

<b>Qualification</b>	Pearson Tech Award in Creative Media Production
<b>Course description</b>	<p>The media is a part of people's everyday lives and can affect people's understanding and opinions on a wide range of topics. Media Studies is essentially a study of film, television, radio, music, advertising, newspapers/magazines and the internet.</p> <p>The Media course offers students the chance to develop the skills necessary to analyse media texts, understand how and by whom they are produced, and produce a range of media texts of their own. Students will be required to watch and decode a range of visual media, including films and television programmes, but will also need to apply analytical skills to print media such as newspapers and magazines</p>
<b>Method of Assessment</b>	<p>The course allows students to acquire skills through vocational contexts by studying the knowledge, skills and processes related to investigating, exploring and creating media products as part of their Key Stage 4 learning. Learners will acquire knowledge, understanding and skills to underpin their practical activities in assessment, and this will complement their other courses.</p> <p>The course is made up of three internal components:          Component 1: Students explore a range of media products and look at how these products are constructed in order to attract a specific audience.          Component 2: Students will participate in workshops and classes to develop media production skills and techniques appropriate to one, or more, of the following media sectors: audio/moving image, publishing.          Component 3: Students will respond to a brief and research, plan and produce a media product.</p> <p>There is no external exam, instead the students will work in class to respond to a media brief (component 3). They will research, plan and produce their own media product.</p> <p>Component 1 and 2 (60%)          Response to media brief (40%).</p>
<b>Further Study after Year 11</b>	A Level Media Studies, Film Studies or Photography
<b>Career Routes</b>	Broadcasting in television and radio, games designer, film critic, film director/producer, sport/fashion magazine/newspaper journalist.