



BEAUCHAMPS HIGH SCHOOL



Media Studies GCSE

NEW SPECIFICATION
Very different from the old specification

The new GCSE is 70% examination

- The new exam has a **high content of written essay work** and **long examination answers** so... **if you do not enjoy writing essays the work will be very challenging**
- Level 5 will not be as attainable as in the past**
- The **practical** coursework element has been halved from 60 to just **30%**, the lessons will be focusing on acquiring, learning and applying knowledge to specific case studies
- The examined units will be knowledge based – you will need to learn and remember:
 - **facts** about particular case studies
 - **institutions and regulations**
 - **ways that representations of different groups are created by the media**
- and write lengthy answers using a **varied and ambitious media vocabulary**

There will be one coursework production, worth 30%

Magazine coursework from a previous student

- First the **form** is researched extensively
- Then a style is developed
- Planning** is thorough and detailed

The final piece should be of industry standard, with original photography edited in Photoshop and all original articles written by the student.

Callie Che's Y11 work

Who should take Media Studies?

- This course will be **especially suited** to those considering **journalism, advertising, marketing, writing or media production** who can **devise original ideas and work independently** to develop the skills they will need for **Y11 coursework**.
- It will also be very useful for those considering University as you will develop presentation and management skills
- Year Ten will be focused on **9 Media forms** that you will learn about and the **institutions** that govern their production with different regulations.
- The forms include magazines, radio, newspapers, advertising and marketing, television drama and online media.

Should high achieving students take Media Studies?

- Yes they should.** Previous Media Studies A Level students at Beauchamps include a student now studying at **Cambridge University**, another student who was awarded Full marks at A2 with 100% for each unit and a student who was awarded an unconditional offer from a top university on the strength of their Media Studies portfolio.
- Previous Beauchamps Media Students include a Travel Magazine Editor, a cinematographer, a Vet, lawyers and Bank Executives.
- The department has excellent previous results with an average of **33% A-A+** at GCSE and **45% B and above**. At A Level, the Department has the highest Value Added results in the East of England. Students regularly exceed their target grades while developing the media literacy essential for contemporary academic study.
- Students will enjoy the creative variety of Media Studies as well as the development of a deeper understanding of the way Media influences and impacts upon our society.

CAREER PATHS

- Jobs in the media range from **Film Production to Radio or TV Journalist to Online Journalist**, from **Production Runner to Scriptwriter** and from **Graphic Designer to Camera Operator**, different roles in **Advertising and marketing** and many more.
- There are also a vast array of **unrelated jobs and university courses** where a basic grounding in Media Studies will stand students in good stead. Media Studies students tend to be **bright, engaged, vibrant, creative individuals** who want to study an **academic and creative subject** that opens up a world of possibilities.
- Students develop **wide ranging, transferable skills** that will help with understanding and developing **research methods, skills of textual analysis, creative skills to devise original texts**, (f skills such as **Photoshop and at A Level, Adobe PremierPro, After effects and Garageband** as well as **teamwork skills** and the ability to work to a **deadline**.
- The subject suits **original thinkers** who have **ideas** they want to develop independently. **Hard work is essential with lots of independent home learning and the use of online tutorials.**

Interested in Journalism?

In 2022, a journalist is expected to create their own text for both print and online readers. This usually means creating your own images and video link for your story.

Media students will help you to understand the forms required for each media form, and will show how the media uses techniques to create specific representations of people, places and situations.

So hyper data's journalist covering an event was able to be accompanied by a photographer, cameraman or both. Students also be universal budget cuts a student presented office expected to take photos and video independently.

"Our young people need to be educated to the highest standards in this new information age, and surely this includes a clear awareness of how the media influences, shapes, and defines their lives," says Richard Kiley, U.S. Secretary of Education. And let us also recognize this important fact: These young people are the future media leaders...

"Being literate in contemporary society means being active, critical and creative users not only of print and spoken language but also of the visual language of film and television... Teaching students how to interpret and create visual texts... is another essential component of the English language arts curriculum. Visual communication is part of the fabric of contemporary life."

- NCTE Standards for the English Language Arts**
- "expressive media" production can strengthen students' creative skills, improve reasoning and communication skills, and empower students through the discovery of their individual and collective voice.**
- The power of technology is unleashed when students can use it in their own hands as authors of their own work and use it for critical inquiry, self-reflection and creative expression.**

— Steve Goodman



Evaluate, Analyse, Create