

Media Department Subject Overview

Media is about communication, particularly mass communication with lots of people.

The media creates products that are designed to educate, entertain and inform. Whenever you are watching television, streaming films, scrolling through social media, or listening to a podcast, you are consuming media.

The power that the media has is huge. The average adult consumes media for almost 8 hours a day, and within that time, they are being bombarded by other people's ideas and opinions and images of the world and its people. How someone responds to that will affect their ideas about people, places, politics, culture, and their place in the world. Doesn't that sound like something we should know more about?

GCSE Media Studies

As a GCSE Media Studies student, you will analyse how media products use images, sounds, language, and representations to create meaning. You will learn about the media industry and how media products are made. You will investigate media audiences, exploring who are the people who watch, read and consume the products, and considering how different people might be affected by media products differently, and why. You will study lots of different types of media, including:

- o Television
- o Advertising and Marketing
- o Films
- o Magazines
- o Newspapers
- o Social Media
- o Music Videos
- o Radio
- o Video Games

There's also practical work where you might create music videos, magazines, television programmes, advertisements, and more.

In your practical work, you'll be able to apply what you've learned about the media in the creation of your own media products.

Unit	How are they assessed?
Television (Crime Dramas)	Exam – Paper 1
Film + promoting media (Lego Movie)	Exam – Paper 1
Video Games (Lego Movie Video Game)	Exam – Paper 1
Music Videos	Exam – Paper 2
Music Magazines	Exam – Paper 2
Newspapers + Online news	Exam – Paper 2
Creating media - Practical	Coursework

Progression

During your chosen Media course, you'll develop and practice a range of skills that will equip you for progression to Post 16 study. They will also help you hugely in other areas such as ICT, English, Business Studies, Art, and Humanities.

Looking further ahead, over one hundred universities offer courses in Media, Communications, and Cultural Studies in the UK. A post 16 qualification in Media Studies, informed by study at KS4, helps you move towards these courses and those in a range of other areas.

Careers

There is a huge amount of career opportunities in the media, and it's an industry that is growing very quickly. If you are interested in the idea of a career in TV and film production, advertising, journalism, interactive media, digital marketing, technical production, special effects, web design, and post-production, then studying Media at UAH is a great place to start.