



Media Studies

The Media Studies department at Hylands School aims to foster a greater degree of understanding of the role that the media increasingly plays in our daily lives. Students will acquire a sound foundation in the main conceptual approaches and debates of Media Studies.

Production work is an important component of the course. We believe that the value of production work is that it allows candidates to translate theory into practice, by demonstrating knowledge and understanding of technical skills in their own media productions, as well as to engage them in creative and imaginative activity.

Key Stage 4

OCR GCSE:

Media Studies introduces students to a range of contemporary media forms plus in-depth studies of one media form in each of the audio/visual, print and online, social and participatory media. This qualification enables students to analyse, compare and produce media products using the theoretical framework and perspectives studied.

Students will develop and apply their understanding of the media through both analysing and producing media products in relation to the four elements of the framework:

media language: how the media through their forms, codes and conventions communicate meanings

media representations: how the media portray events, issues, individuals and social groups
media industries: how the media industries' processes of production, distribution and circulation affect media forms and platforms

media audiences: how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

In addition to the study of the theoretical framework, students will develop a knowledge and understanding of a range of relevant contexts of media, exploring their influence on the media products and their production.

Assessment:

Students will complete two exam papers comprising 70% of the overall grade and one piece of independent production work, internally assessed, contributing 30% to their final grade.



Key Stage 5

A Level:

OCR A Level

This course provides a suitable foundation for the study of Media Studies or a related area through a range of higher education degree courses; progression to the next level of applied qualifications (e.g. some degree and HND courses); or direct entry into employment. In addition, the course provides a coherent, satisfying and worthwhile course of study for candidates who do not wish to further study in this subject.

The course is designed to allow media students to draw on their existing experience of the media and to develop their abilities to respond critically to the media. It enables students to explore a wide variety of media, including digital media technologies, drawing on the fundamental concepts informing the study of the media: texts, industry and audiences.

Students are required to study nine media forms and associated set products as specified by OCR. Students will study all nine media forms using the theoretical framework which consists of media language, media representations, media industries and media audiences and also consider the social, cultural, economic, political and historical contexts of media products.

Assessment:

Students will complete two exam papers comprising 70% of the overall grade as well as independent production work in response to a brief provided by the exam board, internally assessed, and contributing 30% to their final grade.