

## Why study the Media?



Within Media Studies students not only gain a knowledge and understanding of a range of different media texts, they also study the context in which they were made, therefore gaining knowledge about the world in which we live.



Students study a range of different topics that affect the media; from audience, representation, construction of media texts and the industry itself. There is a lot of emphasis on independent study and we encourage students to carry out extra reading and research; a skill they can cross over into other subject areas. There is a clear balance on practical and written work; the creative practical production and the academic, critical analysis and evaluations.

Each coursework assignment requires planning, organisation, diligence and forward thinking. Each assignment requires an explorative written element, as well as a reflective evaluation. Media Studies encourages a range of transferable skills; co-operation, decision making, listening, ICT skills, researching and many more.



## What do our students say?

*"We find Media Studies really interesting and relevant. We study texts that we are familiar with but see them in a completely different and analytical way."*

**Year 10**

*"Media Studies is really exciting - this year we get to make film openings. It allows us to be creative and imaginative and develop skills such as communication and co-operation."*

**Year 11**

*"I enjoy Media Studies as it combines both theoretical and practical work. It's interesting to write analytically about something and then make a linked production."*

**Year 13**

**For more information, please contact:  
Mr S Pittard, Mrs Hall or Miss Potter**



**ENGLISH,  
FILM AND MEDIA  
DEPARTMENT**

## MEDIA STUDIES



**St Albans Girls' School**  
Specialist Business and Enterprise Academy



# Media Studies



***We have consistently been a popular subject with impressive results.***

Students can join us in Year 10 for GCSE and can progress into our A Level in Film Studies in Year 12. We cover many different topic areas with studying a range of texts including magazines, films and adverts, as well as exploring the producer's rationale, how meaning is created and how audiences respond.

Our results have been consistently very good and are amongst the highest in the local area. We have acquired an enviable reputation for getting students into various different universities, and then into jobs within many different media industries.

Younger students can get a taste of Media Studies through extra curricular activities and House Challenge Day. We have had visits by an advertising executive from Dubai, ran an advertising workshop for students; as well as taking part in the BBC News School Report and visiting the Harry Potter studios.



## GCSE Media Studies

GCSE Media Studies (Eduqas syllabus) is offered to Year 10 students and is a two-year long course. Students are taught how to analyse media products, as well as learning the importance of audiences. Language, communication and the relationship between technology and media products are all explored in the course.

A range of media products are studied, including various types of print media, advertising products, television, radio, film, blogs and video games.

Students acquire a range of analytical skills relevant to a wide variety of future careers and study options. Understanding how products are aimed at and target audiences, how media interacts with identity and understanding the social, cultural and political significance of media products are all widely applicable skills developed over the two-year course.

### GCSE Results 2017

55.6% of students achieved an A\* - B Grade  
91.1% of students achieved an A\* - C Grade  
100% of students passed



The non-examined assessment gives students the opportunity to apply their knowledge and understanding through producing a media product of their own. The briefs will be from the following areas:

- Television: Create a sequence from a new television programme or a website to promote a new television programme.
- Advertising and Marketing (Music): Create a music video or a website to promote a new artist/band.
- Advertising and Marketing (Film): Print-based marketing material for a new film.
- Magazines: Create a new print or online magazine.

### AS Level Results 2017

88% of students achieved an A - C Grade

### A Level Results 2017

100% of students achieved an A\* - C Grade