

Why this subject?

Media is an ever changing subject and is becoming more and more relevant to a wide range of jobs. The growth of social media and extensive use of technologies in the world of work has made the media a vital part of communication and business. The recent restrictions brought about by the pandemic and several lockdowns have seen businesses thrust in to the technological world of the media having to find new ways to operate in these trying times. The media plays an essential role in the way we now communicate, consume, work and live our everyday lives. The ability to understand this in all forms is a great pathway in to the work of the future.

At its core the subject is for anyone with an interest in film, TV, advertising, newspapers or the impact of the media on the world in general. It is an extremely relevant and interesting course consisting of practical elements where students are expected to apply their theoretical knowledge to set briefs and study a series of set products across a range of platforms and social, political, technological and economical contexts.

Course Outline

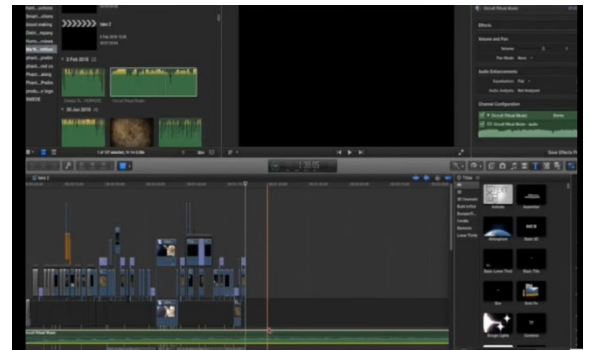
The BTEC course offers a more practical option to the A Level and provides a deeper level of focus on film production. The A level provides a more theory based approach to a wider range of platforms akin to psychology and sociology whilst the BTEC challenges students creative and practical skills whilst allowing for opportunities of application of knowledge to a range of media texts.

Students will study semiotics, representation and audience theory for their Unit 1 exam applying this to a wide range of media products. The representation of social groups is diverse across all media products. Some positive and some negative. We look at how culture and contextual issues influence the portrayal of these representations.

Students will conduct in depth research in to the production process of a film, evaluating the impact it can have on a films' success. Students will then take this research and put it in to practice, making their own film, developing practical skills with video and sound equipment. Finally students will learn editing skills on final cut pro using our dedicated mac suite to turn their production work in to a finished media text for analysis.

Please visit our own 'Churchdown Media hub' which is an online platform created by us detailing the course content and the resources we have created to aid in the independent study expected from all students in sixth form.

www.churchdownmediahub2.com



Key Information

Exam Board	Pearson/Edexcel
Qualification Type	BTEC
Entry Requirements	BTEC Pathway
Head of Department	Mr Edwards



Assessment Outline

Unit 1

This externally assessed unit is examined online. You will watch several extracts of media footage and analyse the construction techniques that have been used to create meaning for an audience. Representations are the focus for this exam considering the way different people from different social groups are portrayed in the media across a range of contexts and examples.

Unit 8

This externally assessed set task asks the students to respond to a brief set by a client. This task will have a specific focus and target audience. Students are required to research this area of focus and develop ideas to successfully and effectively meet the brief of the client.

Unit 4 and 10

This joint unit is internally assessed and takes the students on the journey of producing a film product. They will plan, produce and edit their own film production in the form of a trailer as well as completing all the correct procedures in this process. The unit also requires a deep analysis of the procedures involved when producing films and an analysis of existing film products and their construction within a set genre.



Careers and next steps

A BTEC qualification in Media Studies will be recognised by any college or university. Options in further education include degrees in Film Studies and Media Studies or vocational courses in practical media skills. The course is also a good basis for further studies in English, Art, Drama and Business. Future jobs could include work in a variety of media industries such as film, TV, radio, advertising, journalism or the music industry.

Many of our students go on to higher education such as university from sixth form after cultivating their passion for media studies and gaining the desire to seek out a career in the field. Last year 70% of our A level students successfully gained spots at university with related courses such as journalism, media culture, film studies, film production and more.