Why study this subject?
It’s an opportunity to understand how the media works on you – and create some of your own media products along the way. You’ll understand how prominent theorists view texts and get an insight into how the industry really works.

What happens in lessons?
You’ll have a chance to explore familiar products such as Zoella and products you’ll have never heard of before, including Late Night Women’s Hour. You’ll investigate a range of medium including video games and film marketing. Some lessons could involve research tasks or debates or creating your own texts that engage with the key concepts of audience and representation.

Course Assessment
There are three components – for component one (35%) you’ll sit an examination that includes analysis of unseen texts and exploration of representation, industry and audience. For component two (35%) you’ll sit an examination that is about studying magazines, television and online content in more detail. Component three (30%) is a coursework unit. For this, you’ll be creating your own texts and demonstrate your understanding of conventions.

What to do afterwards
Media Studies lends itself well to university courses in Media, Film, Journalism or Marketing. It has clear links with subjects like Sociology and Psychology. The soft skills involved in the coursework module can be helpful in courses in Events management. Understanding how the media works could support careers such as social work, law and education.

“Media has taught me new creative skills in video editing and Photoshop. Media Studies works well with the other subjects I am studying, Graphics and Art.” Evan

“I chose Media Studies because I would like to be a magazine editor. My favorite part of the course is studying magazines in particular the history of Vogue. I am also studying English and Art with the hope of going on to study Fashion.” Amaani

Entry Requirements:
You need Level 5 or above in English as you will need to be able to write analytical essays. A Grade 6 or above in Media Studies GCSE or a Pass in iMedia is ideal preparation for the course, but the department will accept students new to the subject as long as they are committed, motivated and interested in the media.

Reading around the subject
Students are encouraged to read the Media Guardian, keep an eye out for interesting content on Twitter and access academic sources.