



# GCSE Media Studies

This is something we've never offered at Waltham Toll Bar Academy before!

It uses skills that you have already developed in English Language/Literature, History, Art and ICT. If you have enjoyed these classes, you would enjoy Media Studies!



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# GCSE Media Studies

In the Media Studies GCSE, you will develop your knowledge and understanding of how the media, in many forms, is...

Constructed

Influencing our lives

Reflecting our own social, historical and cultural lives



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## What do we study?

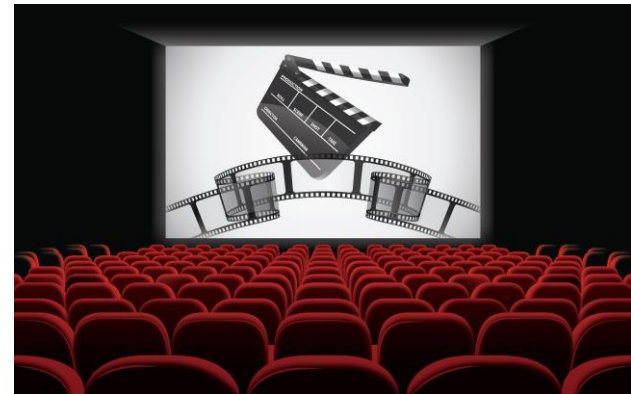


Newspaper Industry

Gaming Industry



Magazine industry



Film Industry



Radio/Podcast industry



Advertising industry



# GCSE Media Studies

You will develop your knowledge and understanding of

1. How the media uses 'media language' to create meaning
2. How the media portrays key groups of people, events and issues
3. How media industries function
4. How audiences develop their relationship with the media



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# GCSE Media Studies

For example...

Why did audiences respond so well to Fortnite when it was released?

How does an advertisement present men or women in a particular way?

How is the film industry regulated in the United Kingdom?



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# GCSE Media Studies

The GCSE consists of:

**2 examinations** (70% of the grade)

**Coursework** (30% of the grade)- you may be asked to make your own ad, your own magazine article, your own film poster or even your own short film



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# GCSE Media Studies

The Media Studies GCSE could lead to...

Completing the Media Studies A Level at WTBA

A career in...

Advertising/Marketing      Film and TV production  
Social Media                  Branding                  Journalism



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