

The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses.

Malcolm X



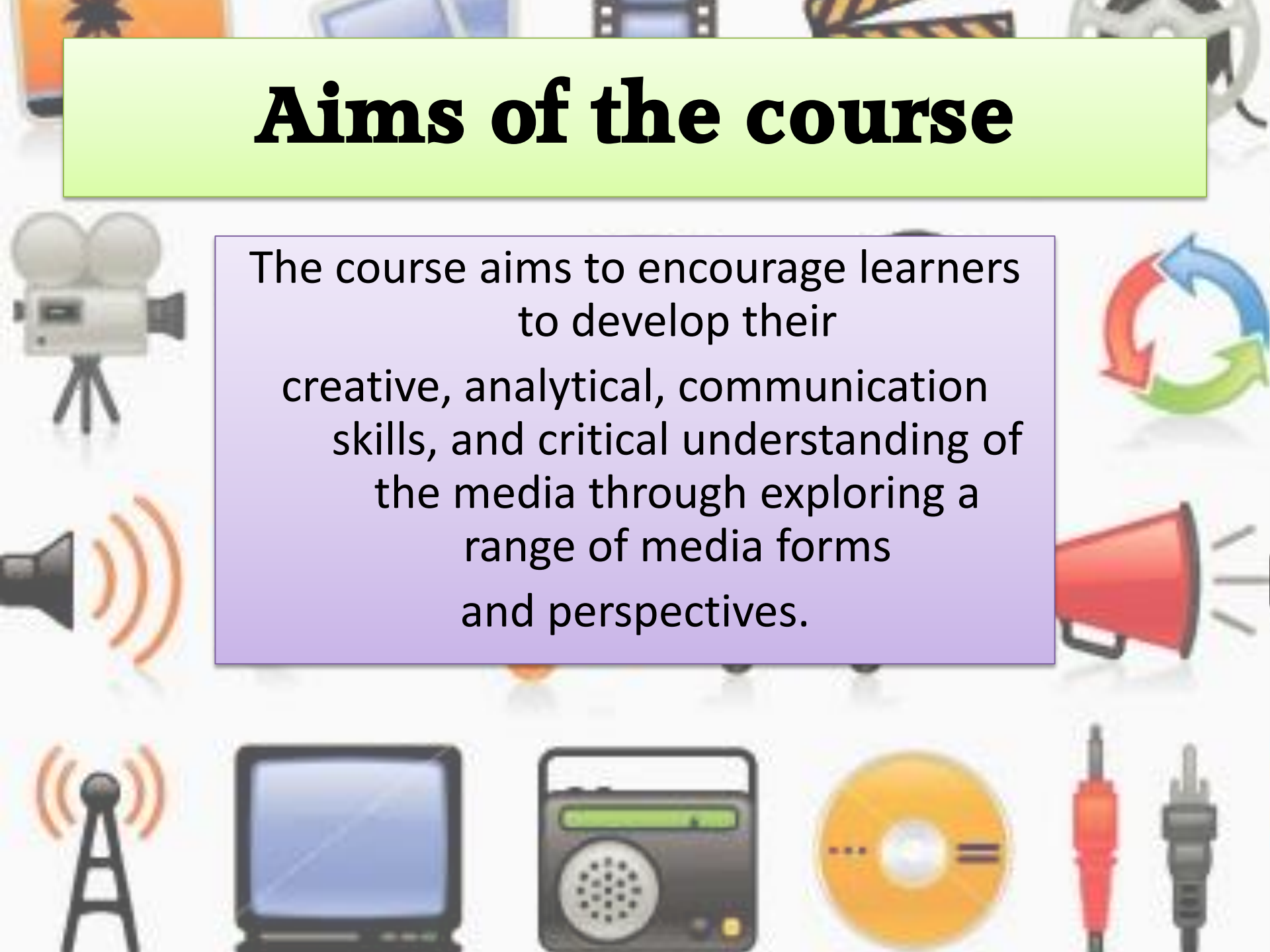


GCSE Media Studies

Lauren Jones
English Teacher and Subject Leader of Media Studies

Aims of the course

The course aims to encourage learners to develop their creative, analytical, communication skills, and critical understanding of the media through exploring a range of media forms and perspectives.



What will be covered?

Theoretical
framework:

Audience

Language

Representation

Institution

*Media Studies
complements GCSE
English extremely
well – many of the
analytical skills will
cross over and are
required in both GCSE
courses*



Here is an example of what we might cover:

Example session on Representation



- How does Beyoncé's use of her celebrity status engage with social and political issues?
- How is Beyoncé represented in the media?
- Why did the super bowl performance cause so much controversy in the press?



OK! JULY 20, 2009 \$3.99

KYLIE

I'm The New Kim!

She's Only 17!

Spends \$2 Million On 12 Surgeries To Look Like Sister

* "I'm prettier & guys want me"

* Details about her sex tape

Jen & Ben
THE REAL REASON IT ENDED

Taylor & Calvin
MOVING IN TOGETHER
(After he made her a BIG promise)

Liam Hemsworth
MOVING AFT...

Kim: "Kylie's A Loser!"

ROCKY MARCIANO'S SECRET SHAM

WHISPER

PDC Feb. 25c

JAMES DEAN'S BLACK MADONNA
The most chilling and tragic love story in Hollywood history

OPEN LETTER TO BETTY GARRETT

TV'S BIGGEST GHOST — THE OLD PAYOLA

GEORGE RAFT: THE '10,000 PATSY

ADULTERY: AMERICA'S FASTEST GROWING CRIME

HOW TO HAVE A NEW CAR EVERY YEAR

IN THE PIT: EARTHA KITT

CORNELIUS VANDERBILT'S REFORM SCHOOL

Media Studies GCSE NEA Statement of Intent

Centre Name
Candidate Name

Centre Number
Candidate Number

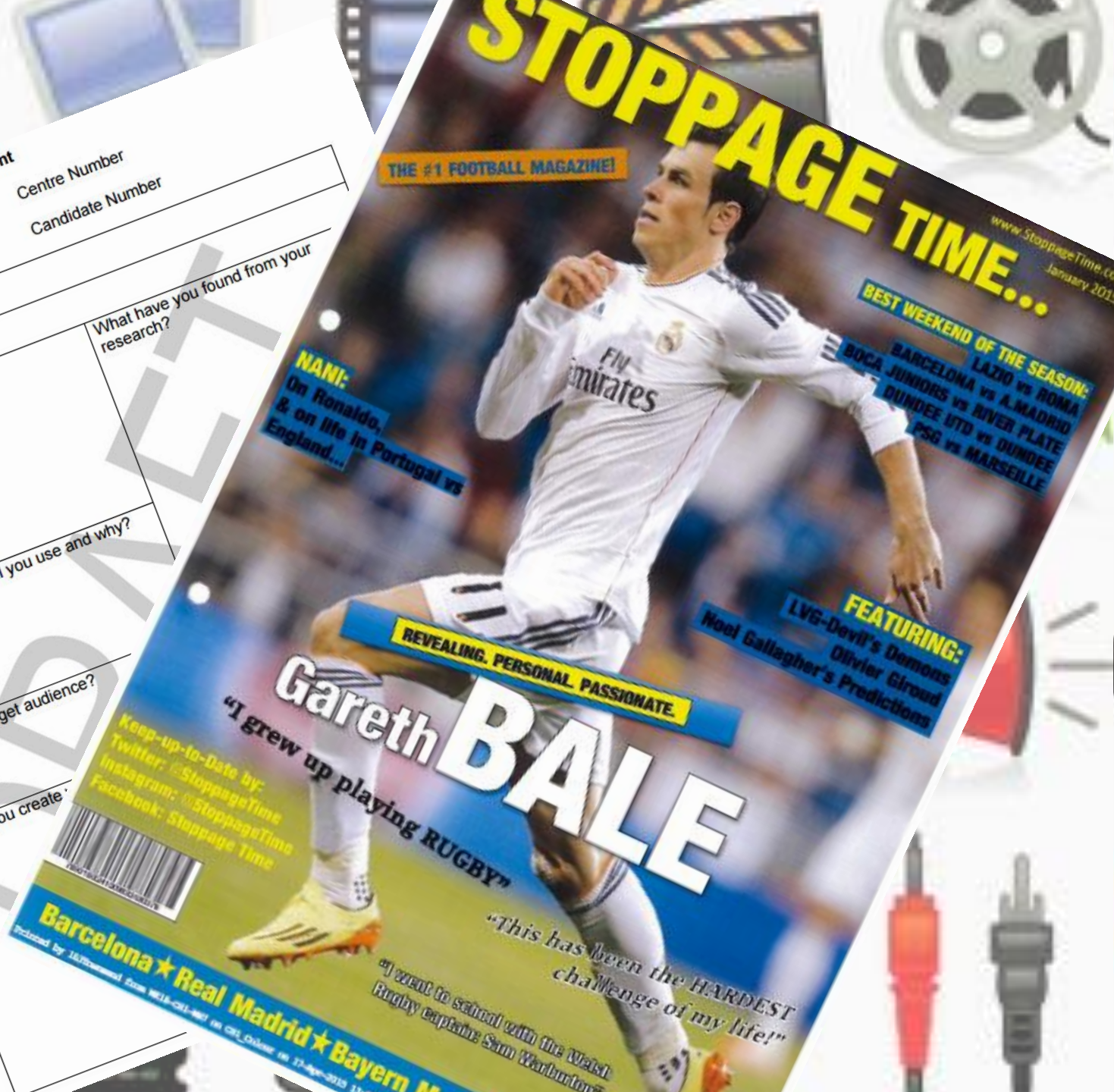
Theme:
Topic chosen:
What do you want to say?

What have you found from your research?

What media format will you use and why?

Who is your target audience?

How will you create:



STOPPAGE TIME...

THE #1 FOOTBALL MAGAZINE!

www.StoppageTime.co.uk
January 2011

BEST WEEKEND OF THE SEASON:
LAZIO vs ROMA
BOCA JUNIORS vs RIVER PLATE
DUNDEE UTD vs DUNDEE
PSG vs MARSEILLE

NANI:
On Ronaldo,
& on life in Portugal vs
England...

FEATURING:
LVG-Devil's Demons
Olivier Giroud
Nool Gallagher's Predictions

REVEALING. PERSONAL. PASSIONATE.

Gareth BALE

"I grew up playing RUGBY"

"This has been the HARDEST
challenge of my life!"

Keep-up-to-Date by:
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Facebook: Stoppage Time



Barcelona ★ Real Madrid ★ Bayern M
Included by 167connect.com 9618-011-961 in 09L, Oliver in 17-Apr-2010 11:17

PROMINENCE You left Barbados 11 years ago as Robyn and became Rihanna. Who are you when you're back home?

RIHANNA: When people call me Robyn, my head just flies around because I feel like that person knows me. But Rihanna, that tends to be people's own [creation]. Robyn is who I am. Rihanna—that's an idea of who I am.

PROMINENCE You grew up not too far from here. But I've heard that school wasn't easy.

RIHANNA: I got teased my entire school life. What they were picking on I don't even understand. It was my skin colour [which was lighter than her classmates']. Then when I got older, it was about my breasts. But I'm not victimized—I'm grateful. I think those experiences were strategically put together by God for the preparation of being in the music industry. It's so easy for me to deal with the bullsh-t now.

PROMINENCE You were clearly prepared. You just edged out your pal Katy Perry for having the most number-one pop songs.

RIHANNA: Oh, right! That was the thing my fans tweeted me.

PROMINENCE Wait, you heard about that from a fan on Twitter?

RIHANNA: Yeah! [Laughs.] My fans are on it. That's where I hear about most of my stats.

PROMINENCE They definitely keep their eyes on you. Do you ever feel too watched, or trapped?

RIHANNA: There's definitely not being able to walk around as I please. I feel like I'm being watched. Always. Like, I want to take a walk somewhere, and I know I probably could never do that. Even if I'm upstairs in my bedroom, and I see a door get pulled, I feel like a paparazzo's outside on a boat somewhere or somebody's peeping.

PROMINENCE Makes sense. You've said before that you've been misunderstood a lot.

RIHANNA: I know I am. That's why it's important to make sure you know who you are. There's no way for people to know me. All they have are a couple of pictures and some crazy headlines to go off of.

PROMINENCE Well, they've got your music.

RIHANNA: One hundred percent. Music helps me tell my story. That's where I can really be heard.

PROMINENCE Ah, the haters. Do you pay attention to what they say?

RIHANNA: I can't run from it. You can't change who you are. It's important for me to know who I am and work with that. They're gonna keep knocking away until all this comes crashing down. But I'm not gonna ever crash. I'm in control.

PROMINENCE You seem pretty fearless these days.

RIHANNA: I had to regain my fearlessness because it did go away for a little bit. My mother said something to me a few years ago: "I've seen something in your eyes I've never seen before: fear." She was like, "No, this is not you." I just got back to being OK with myself.

"Nailing my
STYLE and
Learning to be
FEARLESS
again"



Task 2 - Annotate your print based advertisement - Justifying and explaining your design decisions

I have chosen an outfit for the model that consists of smart and casual clothes with a bow tie which gives a quirky and classy style. I have kept the colours monochrome so as not to detract from the perfume bottle itself.

The umbrella is dark and masculine in appearance and is large to create an interesting shadow.

I have chosen a classy looking bottle to give a professional and expensive look.

I have added the Chanel name logo at the top with a small shadow effect to stand out from the white in the background.



The background is the Union Jack flag to represent the British theme of my product and I have chosen the colours of the flag to be black and white to fit the colours of Chanel.

I have added a starburst light effect to brighten up the model, the bottle and the Chanel title, to make them all stand out and to be noticed.

The label 'LES BRITANNIQUES CHANEL' means 'The British Chanel'. I have given my brand this name because Chanel is originally French and I wanted to give this a British twist. I have chosen the colours to be black and white in keeping with the Chanel theme. The border of the label is taken from the Union Jack background.

Front Cover

FREE MOTION 5 TUTORIAL DVD! #2

EDIT!

FINAL CUT Pro X BASICS

MARCH 2013
EDITMAG.COM
ISSUE 2

ULTIMATE YOU TUBE MAKERS GUIDE

EXCLUSIVE INTERVIEW WITH STAR JASON GANDEL

PLUS REVIEW OF

WIN!

GO RUSTY GOLD

SHOOTING On The S3

TOP 10 PRO GEAR

On Set With - **Danny Boyle**

MARCH - ISSUE 2 - PRINTED IN THE USA
9 771560 570733

The cover features a central image of a man in a dark suit holding a handgun. To his right is a circular inset showing a Sony camera. Below the camera is a stack of electronic equipment. At the bottom right is a portrait of Danny Boyle. The background is a collage of film-related icons: a palm tree on a screen, a laptop, a film strip, a clapperboard, a film reel, a camera on a tripod, a megaphone, a CD, a wireless antenna, a smartphone, a computer monitor, a keyboard, a film strip, a camera lens, a red and blue circular arrow, and a red and black cable.

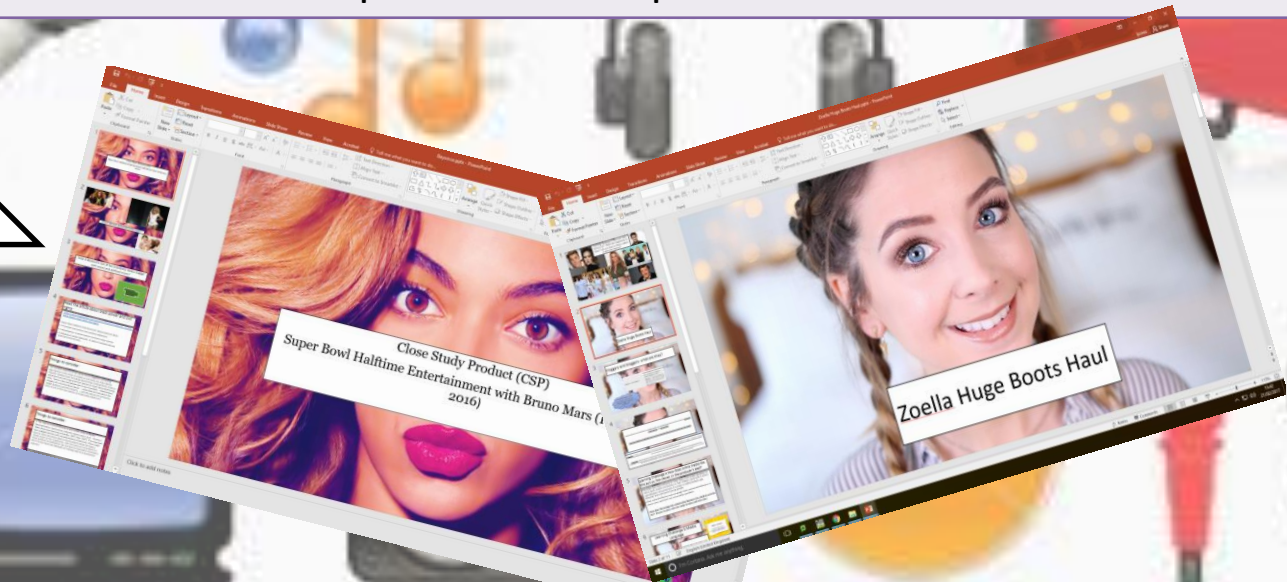
Assessment

- Learners will be assessed on grading 1-9.
- Cohort 8 starting in September 2017 would study the reformed specification. The proposal for this is 70% examination and 30% coursework.

Media Studies over three years- proposed plan which may change.

Cohort 9	Cohort 10	Cohort 11
Intro to course- explore different media products, theories etc.	Choose ONE MEDIA FORM TO FOCUS ON for assessment. 30%	Paper 2 Exam Prep
Intro to course	Close Study Products for Paper 1 exam	Paper 2 Exam Prep
Intro to course	Paper 1 Exam Prep	Revision

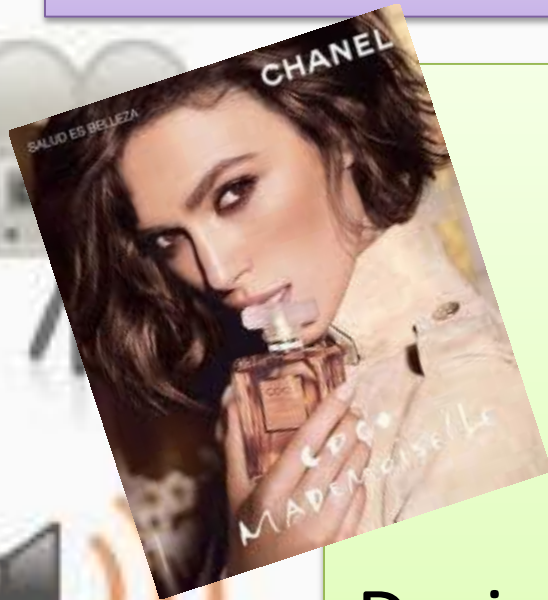
Learners will have a broad coverage of media forms. Learn media theories and language.



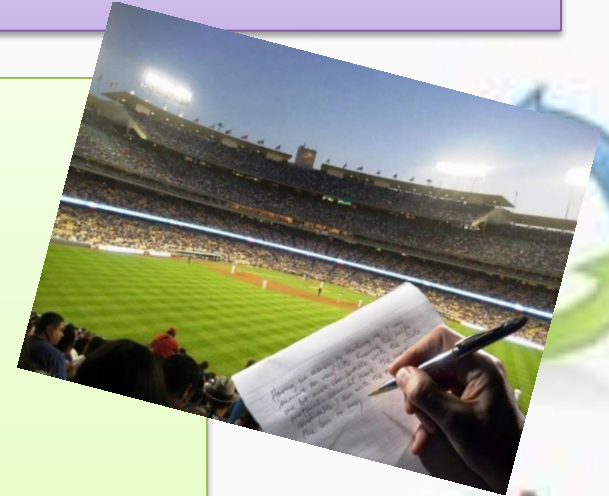
Where can GCSE Media Studies take learners?

**AS and A-Level at Sixth Form
GNVQ and other vocational qualifications
Degree and higher, Post Graduate awards**

What would Media Studies help learners to do in the future?



Careers in:
Journalism
Television
Radio

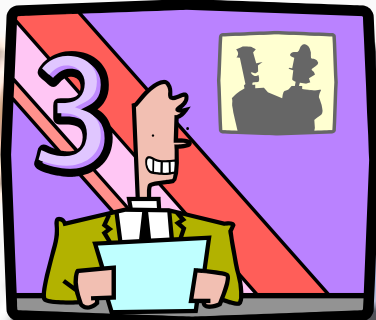
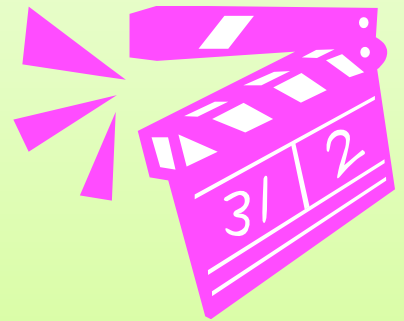


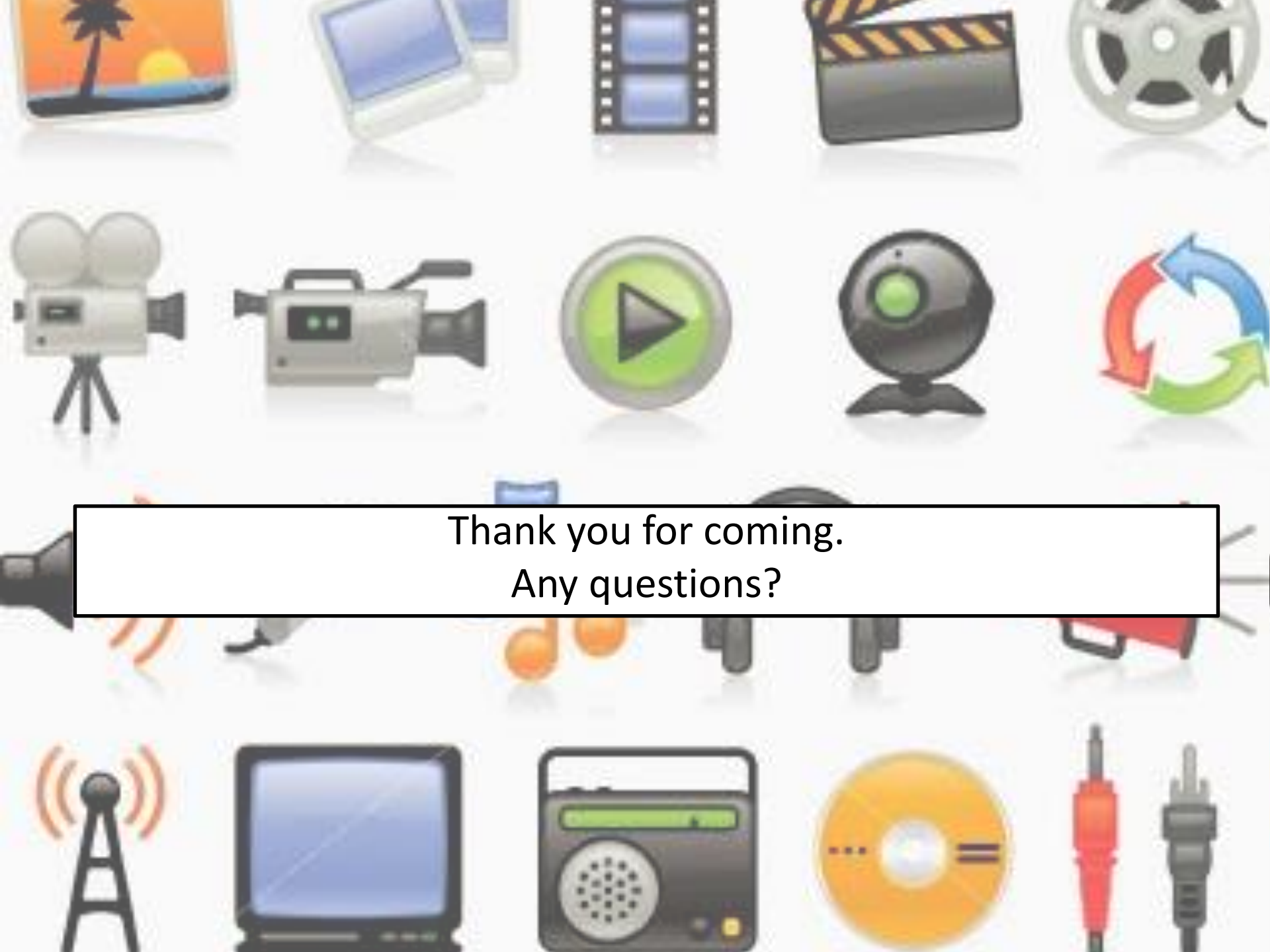
Design – web or magazine etc
Advertising



So they need to expect to...

- Work independently
- Discuss ideas
- Analyse and question why things have been created like they have
- **Write** about these things
- And...be creative





Thank you for coming.
Any questions?