

# Media Studies

- BTEC L3
- Edexcel 601 / 7469 / 9
- Teacher: Mr Sheehan

## Assessment

- 4 units are externally assessed by either exam or submission of controlled assessment
- 9 units are internally assessed by teachers

## Aim

Learners investigate the media industry, looking at the influences of technology and audiences and how media is affected by these factors. They develop research skills through their investigations and understand the differences between primary and secondary research techniques and quantitative and qualitative responses.

## Content

Learners can choose to follow a general programme of study, learning digital production skills in a variety of different media or they can choose to follow an endorsed route in film, television and radio or interactive publishing and media.

Learners study how to analyse and deconstruct media representations and develop the communication and planning skills that allow ideas to be produced. Learners refine their presentation skills through pitching media projects and their communication skills are developed by working in teams to complete various media projects.

## Why choose media studies?

On average jobs within the creative industries continue to grow at approximately 19% annually. This course will enable you to learn skills and develop a portfolio that will allow you to apply to undergraduate courses at university and apprenticeships within the industry.



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