

Programme description	<p><u>The aim of Media Studies is to enable you:</u></p> <p>To understand the impact of media agencies and products in our lives; to communicate clearly and to express ideas using different mediums; to develop skills in organization and working to deadlines; to encourage working collaboratively with others; to increase personal confidence and skills in the practical handling of media technologies; to understand how people, issues and places are represented by the media to understand the production processes involved with media.</p> <p>There are a number of different standards offered in Media Studies. Some of them are essay based and require a strong grasp of essay writing skills. Of the remaining standards,, one requires you to create a detailed plan of a media product. The other requires you to create a media product. The third requires you to write a script for your media product (usually a short film).</p> <p>There is only one external standard.It requires you to explore the relationship between a media genre and its audience. This means exploring the ways media producers seek to connect to and engage the audience through a particular genre.</p>
Content	<p>Topics covered include:</p> <ol style="list-style-type: none"> 1. Script writing 2. Media interpretation and analysis. 3. Media genre and society 4. Media products (planning and creating)
Prerequisites	To have entry into Level 3 Media Studies students must achieve 12 credits in level 2 Media Studies or 12 Credits in Level 2 English, which includes two essays, preferably one internal and one external.
Required	There is no textbook for this class. However, students may wish to purchase a Media Studies Study Guide to assist them in their comprehension of the course material. Students will require access to a digital camera of a fairly high quality. If you have a relatively new cell phone with video capability, this will probably be sufficient. It would be beneficial for students to have access to at least one tripod and microphone for the purpose of filming their media product. Students will also require access to a form of editing software.
Assessment	Throughout the year there will be an opportunity of sitting 4 internal assessment standards and 1 external achievement standard. The course offers 20 credits.
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Standards		When assessed	Type	Credit value
91491 v2	Demonstrate understanding of the meaning of a media text through different readings	Term 3	I	3
91497 v2	Write a media text to meet the requirements of a brief	Term 1	I	3
91493 v2	Demonstrate understanding of the relationship between a media genre and society	November exams	E	4
91494 v2	Produce a design for a media product that meets the requirements	Term 2	I	4

	of a brief			
91495 v1	Produce a media product to meet the requirements of a brief	Term 2	I	6

I = Internally Assessed | E = Externally Assessed