



PUTTING THE FUN BACK
INTO LEARNING!

GCSE Media Studies

This month students are continuing their second coursework assignment. In this cross media study students will compare the impact of two promotional methods used by a television programme across two media platforms – audio-visual and print or web-based. This assignment will be worth 20% of students' final grade. In preparation for this task students have been looking at various theories of representation and media consumption, such as Richard Dyer's Star Theory and the Uses and Gratification Model.

Students will also present their own ideas for the promotion of a television programme across two media platforms. For example for audio-visual they may choose to create a 10 frame storyboard to represent a trailer appropriate for television or a script for a television interview. For print or web-based, students may choose to create a mock up design for a poster, or a magazine article or a web page.

This assignment is worth 20% of the final GCSE grade.

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Please do not hesitate to contact us if you have any queries, we will do our best to respond as quickly as possible.

Thank you for your ongoing support,

The Media Team