



PUTTING THE FUN BACK
INTO LEARNING!

October 2016

Dear Parents and Guardians,

This term the media studies students in Grade 9 have begun studying for their GCSE. They started the term looking broadly at what media is. They are now beginning to analyse print media, in particular advertising and film promotion. Within this analysis, students are beginning to consider the effect of audience representation and media theories. They are also required to look, in depth, at the language and presentational devices used in these media forms and how they try to appeal to and influence the target audience. These analysis skills are key for the successful completion of the course assignments and the GCSE as a whole.

Assessment for this term will take the form of completion of the first of three coursework assignments. In which students will either analyse and design a DVD cover or analysis and design a print advert. This assignment will be worth 20% of students' final 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