



A Level Media Studies

Key contact: Miss Ash (Temporary Head of Media) and Miss Samuel (Head of Media)
Exam Board: Eduqas (WJEC)

Overview of the course:

This is an exciting and creative course, which explores some of the most important issues of our time. We consume media products every time we switch on the TV, listen to the radio, go to the cinema or log on to a computer. We are surrounded by posters when we walk down the street or hooked by headlines as we stroll into the supermarket. The mass media has an enormous amount of power and influence in our lives. These lessons will give you the opportunity to analyse the effects of this media consumption, how media industries operate and the hidden agendas behind the stories we see.

You will also have the opportunity to produce a variety of media texts, such as advertising and marketing in Film or Music, Television sequences, websites and magazine articles. You will explore the artistry behind the creation of these texts and develop your skills in using a range of programs, such as Serif. In short, you will have plenty of choice in how you want to express yourself creatively.

What will you study?

You will study the core content through the theoretical framework: Media language; media industries; media audiences and representations as well as look at media contexts. You will study and analyse films, television programmes, websites, magazines, newspapers, social and participatory social media, advertising and marketing, music video, radio and computer games and cover such topics as stereotyping and representation, censorship, propaganda and media violence.

At A Level, there is an opportunity for off-site trips to enhance your studies of the contemporary media landscape.

You will be taught by two highly experienced Media teachers. Your lessons will be made up of class based study, using the Sixth Form LRC or creating your own media products. Your teachers will guide you through complex media theories and how to research, plan, create and evaluate your own media products. There is an expectation that students will be well organised and committed to independent study.

Assessment

You will study three components:

- Media Products, Industries and Audiences (35% of qualification)
- Media Forms and Products in Depth (35% of qualification)
- Cross-Media Production (Non exam assessment, 30% of qualification)

Possible career path?

Firstly, your studies will lead to an improvement in your spoken and written skills of analysis, communication and understanding, as well as a development in your use of ICT. This will be an important asset in the workplace, whatever your chosen career.

The study of media will greatly increase your opportunities in the following careers:

- Journalism
- Television & Radio
- Sound Technology
- Advertising, Marketing and Public Relations
- Fashion
- Website building
- Teaching

Entry requirements

Five GCSEs Grade 9-5, including Mathematics **and** GCSE English at Grade 6 or above.