



A Level Media Studies

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Exam Board: Eduqas (WJEC)

Overview of the course:

A recent study led by the Centre for Excellence in Media Practice at Bournemouth University and funded by the US Embassy in London, concluded that "Media Studies should be made mandatory in schools to prevent young people being taken in by fake news and disinformation". Professor Sonia Livingstone, OBE, from the London School of Economics stated that "in our media-saturated age, it's vital that young people can evaluate competing sources of information, and communicate effectively within a fast-changing digital environment".

The media is the most dynamic and influential method of mass communication of modern times. It has been reported that adults in Great Britain are consuming media for almost 8 hours a day (IPA, January, 2019). Within that time, we are bombarded by other people's representations of the world and how we respond to these representations can affect our perceptions of people, places and society, of politics and culture, and of ourselves. Media Studies is a vital tool necessary to understanding the media's significance and its power.

This unique course is both highly academic and creative. Students will explore theoretical perspectives such as Semiotics, Structuralism, Postmodernism, Feminism, Marxism, Liberal Pluralism, Post-Colonialism and Reception Theory. Students will also have the opportunity to create industry-standard media products for their Non-Examined Assessment.

Media Studies moves beyond the classroom and this year students will be working with the British Film Institute, Film Hub South West, Plymouth College of Art, The Watermark, professionals in various aspects of the media industry as well as having the opportunity to go on a variety of other exciting educational visits.

What will you study?

You will analyse how media products use language and representations to create meaning. You will learn about the media industry. You will investigate media audiences, exploring how different people might respond to products differently, and why.

You will study many different media forms such as television, online media, advertising and

marketing, magazines, newspapers, social media, music videos, radio and video games.

You will explore and apply critical perspectives, and will examine how social, historical, political and economic contexts affect media production. You will also have the opportunity to apply what you have learned through the production of your own media texts.

Media Studies will help you develop valuable transferable skills such as critical thinking, analysis, research, planning, skills of enquiry and evaluation, practical skills, creativity, time management, essay writing skills and more. Your studies will compliment and assist your learning in other subjects such as English Language and Literature, Humanities subjects, Sociology, Film Studies and ICT.

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?

Over one hundred universities offer courses in Media, Communications and Cultural Studies in the UK.

There is a huge array of career opportunities in the media, which is an industry that is growing at an exponential rate. According to accountancy giant PwC's latest Global Entertainment & Media Outlook 2018-2022, the entertainment and media sector will be worth £76 billion by 2021. If you are looking for a job in this area, studying Media at A-Level and at degree level is a route into careers such as TV and film production, advertising, journalism, interactive media, and digital marketing. It could help to provide you with the foundation to secure roles in technical production, special effects, web design and postproduction.

Entry requirements

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