

A LEVEL MEDIA STUDIES

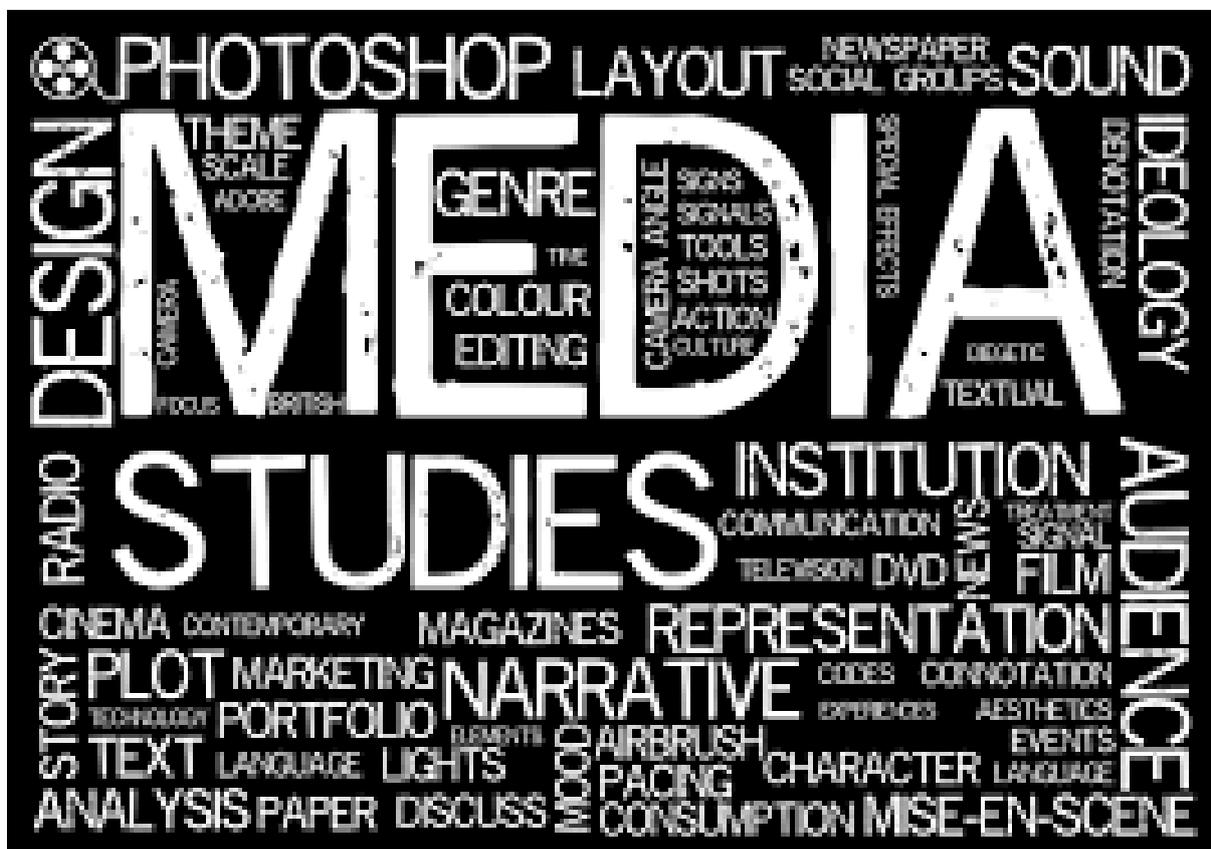


WHAT IS A LEVEL MEDIA STUDIES?

Are you a binge watcher, Vlogger, gamer, social networker, or simply a casual and occasional consumer of media products? Do you have plans to work in TV, film or news? Whatever your relationship with the contemporary mass media, you will benefit from the insights, knowledge and skills that a course in Media Studies can offer.

In Media Studies you will explore how media products make meaning and represent reality. You will study the companies that make them and the audiences that consume them. You will ask and explore complex questions and apply theories and ideas from a range of theorists about the media: Does the media affect our view of the world around us? Does it influence politics and social changes? How do creative ideas get produced and distributed? Has the media changed over time? What role does it play in our lives? The examples you will explore are not just from the UK but from around the world – and not just from today's world but from the 1950s and 1960s. You will also create a cross media product to a set exam board brief.

The economic importance of the media is unquestionable. "UK's Creative Industries contributes almost £13 million to the UK economy every hour. New statistics reveal the Creative Industries sector is growing more than five times faster than the national economy." Advertising and Marketing are two key drivers of this growth. (source: Gov.uk) We deal theoretically with these areas on the course as well as work in these areas for key practical tasks.



TEACHING AND LEARNING

Staff in our department are highly qualified and experienced at A Level teaching.

In lessons you will enjoy a lively range of activities to develop your skills:

- Discussions in small groups and with the whole class
- Presentations and lectures
- Individual and group research
- Using on-line video resources
- Practical creative work
- How to use media production equipment
- How to use Adobe software
- Improving your note-making
- Learning new theories
- Devising arguments and debates
- Making links between texts
- Learning new technical terms
- Planning and writing essays
- Quizzes and learning games
- Effective revision

Students prepare for lessons by reading and research; we have excellent resources in the LRC and on our on-line Moodle site. We then share and discuss ideas in the classroom. Our student feedback is excellent: students say they like the links between what we study in class and their own creative coursework ideas.

A LEVEL ASSESSMENT

You will be assessed at the end of the second year.

Component One (35%)

- Analysing Media Language and Representation. Analyse an unseen media product and answer questions on how social groups are represented in the media.
- Understanding Media Industries and Audiences across advertising, film, newspapers, radio and video games.

Component Two (35%)

- Television in the Global Age. Comparing Humans (UK) with Les Revenants (France).
- Magazines: Mainstream and Alternative Media: Comparing Vogue with The Big Issue.
- Media in the Online Age. Zoella and Attitude.

Practical and Written Coursework (30%)

You will research, plan and create a cross-media product in response to a brief set by the exam board.

ENTRY AND SKILL REQUIREMENTS

Most of our students have not done GCSE Media Studies at school so we teach you the knowledge and skills you need from scratch.

We require at least a level 4 at GCSE English Language though we strongly recommend you have level 5 or above as the course involves well developed skills of reading and writing.

WHAT NEXT?

Media Studies goes well with a very wide range of other subjects. For example: the analysis skills work well with English courses; the application of theories works well with subjects like Sociology, Psychology and Politics; the practical coursework involves skills used in Photography and Graphics; the exploration of industries and audience can work well with Business Studies.

The skills you learn are highly valued by employers in all areas of work: the ability to interpret challenging material, understand complex ideas, select evidence, research, analyse, construct an argument and write with confidence and plan and produce your own creative work. Media A level can lead to employment in business, marketing, advertising, journalism, teaching, the media, the law, creative industries in the arts and many other areas of work.

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