

# A LEVEL MEDIA STUDIES



## WHAT IS A LEVEL MEDIA STUDIES?

Are you a Netflix binge watcher, a Tik-Tok fan, a gamer, a social networker, or simply a casual and occasional consumer of media products? 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 social groups, events and issues. 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: Do newspapers reflect or construct our understanding of the world? How does advertising work? What role does the media play in a democracy? 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 from the UK, USA and Europe, as well a chance to consider the media historically.

The economic importance of the media is unquestionable. The creative industries are now worth £84.1 billion per year to the UK economy and the sector is now growing at almost twice the rate of the wider UK economy, generating £9.6 million per hour (source: Gov.uk) The industry accounts for 1 in 11 jobs, rising at a faster rate than all other parts of the economy. (source: Guardian 01/01/2017)



## 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 software such as 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 Teams 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%)

- Newspapers and Online Media
- Representations of social groups and 'Media Language'

Component Two (35%)

- Media Industry and Media Audiences
- Contemporary TV Drama: Stranger Things and Deutschland 83

Component 3: Practical 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, journalism, teaching, the media, the law, creative industries in the arts and many other areas of work.

### **CONTACT US:**

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