

MEDIA STUDIES

A LEVEL COURSE DESCRIPTION

Why study Media Studies?

We are immersed in the world of media. From editing photos on your phone, to cinema visits, streaming the latest TV series online, the interactive world of gaming or even the adverts that are everywhere you look. You consume various media forms on a regular basis, but do you ever stop to consider how you make sense of them all? How do they communicate with you? Are you targeted by specific companies and do they influence you? Have we moved from a verbal world of communication to a visual and how does that impact on you and your development?

Arguably, Media literacy is the new literacy. Media Studies gives you the opportunity to understand how the media industry works, develop critical and practical skills and the tools needed to navigate your way through the world around you with confidence.

You will need to immerse yourself in the course; it is a 50% mix of exam and coursework and it demands a pro-active student. You will be encouraged to develop your own opinions by reading around the subject, consuming a variety of media and you will develop independent thinking skills as you acquire a greater understanding of the media that saturates your world. You will already have your own interests and tastes of media texts and you'll be able to use this knowledge in the course. Media Studies is about ideas and the truth!



Progression

A Level students' usually use the course as a stepping stone onto a degree course in a media related subject, which should in turn open up opportunities for them in the varied media job market: A General Media course, Film, TV and radio production, Advertising and marketing, Journalism, Web design/ new media technology, Photography, Music production.

However, Media Studies doesn't just offer access to the world of media, the skills you will acquire through the course are an excellent foundation for many different degrees and career paths. The focus on the communication of information across different mediums and an ability to communicate information clearly and effectively is beneficial to every organisation and course.





COURSE OUTLINE

Unit 1: Media Messages

- Two sections
- 1 hour 45 mins exam
- 65 marks (32.5%)

Section A: News- study of contemporary print news media.

Section B: Media Language and Representation- study of advertising and music videos.

Unit 2: Evolving Media

- Two sections
- 2 hours exam
- 75 marks (37.5%)

Section A: Media Industries and Audiences- study of radio, video games and film industry.

Section B: Long Form TV Drama - in depth study of TV Drama.

Unit 3: Making Media

30 marks (30%)

Creating a cross-media product in response to a set brief.

The brief will be set in June.

ASSESSMENT

30% of overall assessment for AS and A2 is based on coursework, the additional 70% is examination based.

ENTRY CRITERIA

AS Media students are recommended to have a grade 6 in English Language at GCSE. A range of grades 5-9 or equivalent in subjects such as History, Graphics, Sociology and Business Studies would be of advantage.

ENRICHMENT

The Media department have yearly trips including free film screenings as part of the London Film Festival, tours of the BBC centre in west London and host of other extra curricular opportunities to broaden student's media knowledge.

As well as weekly support sessions in the run up to exams and coursework deadlines the department also run support sessions at half terms and the Easter holidays. Study support is often targeted to particular students.

Teaching and learning materials are available online.

Routes for Success - Technology, Languages and Communication

The Routes to Success Programme is designed for ALL students in Year 12 at St Angela's Ursuline 6th Form. The TECHNOLOGY, LANGUAGES AND COMMUNICATION programme aims to offer students opportunities to work with both industry and universities, opportunities will include

links with; The National Film Theatre, BFI Library, McKinsey, Arcadia, City University, Greenwich, London Met, Warwick and SOAS. Summer school opportunities will include links with; SOAS Languages, Sutton Trust US Summer Schools and Leicester University.

Please note- All Year 12 students will select one main 'Route for Success' from these in order to experience a specialist enrichment and learning support programme. It will, of course, be possible to select a subject/subjects from another route on your timetable. We base our Routes to Success Programme on the university curriculum structure and university links are not exclusive to one route, so can be accessed by all students.

