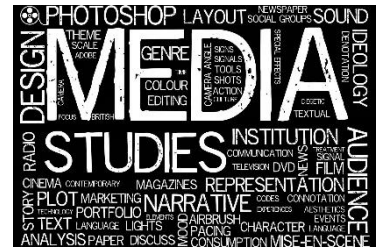




Whenever I watch or read something now, I'm much more aware of how I'm being positioned to think/feel, and I'm mindful of biased reporting.



WHY SHOULD I CHOOSE MEDIA STUDIES?

Our aims are to provide you with the analytical tools and framework for reading between the lines of the media and to also supply you with the creative skills to produce media products of your own. Media is constantly changing and we engage with it every day; by studying on this course you will develop an appreciation of media production from a historical point of view to contemporary interactive media.

WHAT IS THE COURSE STRUCTURE LIKE? The course is a two year course. It consists of two exams and one piece of coursework (NEA). The exams are worth a total of 70%, and the coursework is 30%. All exams will be taken at the end of your second year.

Students are required to study media products from all of the following media forms: Audio-visual forms (TV, film, radio, advertising, video games and music video). Online forms (social and participatory media, video games, music video, newspapers, magazines, advertising and marketing). Print forms (newspapers, magazines, advertising and marketing).



WHAT CAN YOU DO WITH A-LEVEL MEDIA STUDIES? After completing the A-Level Media course you can progress to higher education, taking undergraduate courses in areas such as journalism, cultural studies, media and film, media with English, graphic design and photography and many more related fields. Even if you choose to pursue something quite different, the skills you will gain on the course, whether it be the ability to collaborate, think critically, debate, question and evaluate

or the technical skills you will develop, will prove valuable on any university course or apprenticeship.



Course Structure

Exam one 35%

Exam two 35%

Year 1

In year 1 you will study all 9 media forms. We will study the media industry practices and products are made. We explore representations across a variety of media forms and look at how audiences are targeted. We will also analyse in depth how media language is used in all 9 media areas to communicate messages. All of this work will be underpinned by media theories that we start to introduce in the first year. As there is no coursework, year 1 allows us the opportunity for a variety of production work.

Year 2

Year 2 takes the skills from year 1 and elevates the complexity of the relationships between the four theoretical frameworks and the set texts. New texts are introduced and more opportunity for production work.

Media language and representation

For this exam you will study how media language and representations are used in Music Videos, Video Games, Advertising and Film Marketing.

Institutions & audiences

We will also study the industry practices of Newspapers, Radio and Film.

Set Texts

For both exams you will answer questions on the set texts. For component 1 (Exam 1), only, you will also be given unseen texts. This means that many questions in the exam will directly reference the example products we have studied in class.

Close study

In this exam you will get to study three of the media forms in great depth looking at all of the theoretical frameworks, representation, audience, media language and industries.

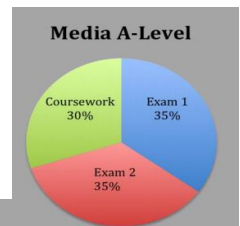
We will look at an episode of a TV drama such as Life on Mars and The Bridge in conjunction with extracts from other related shows.

Also we will study historical examples of magazines and products targeted at a minority audience.

Finally we will study online media looking at the emerging form of YouTube studying bloggers like Zoella and websites such as Attitude.



Coursework 30%



Production work

You will create a cross media production. What this means is you will create two practical pieces that link together. The brief for the productions will be released in year 1 around March. There are multiple briefs to choose from so you can work to your strengths eg creating scenes from a TV drama or creating a Music video or making a part of a print or on-line magazine or creating a marketing campaign for a feature film.

Just practical work?

The new media studies production work requires a one page written summary of your intentions in the making as well as research and planning work.

I'd never really thought about what happens to things I put on social media afterwards, or how I might be subtly influenced by tailored adverts without even realising it, before!