



MEDIA STUDIES

A Level

Course Outline

The course is an exploration of popular culture, in which we aim to stress production work as a way into key media concepts of representation, audience, industry & media language. You will complete a range of production tasks over the two years: an edition of a magazine, a music video, a social media page and a CD cover. You will also study TV drama and explore how meanings are constructed in a range of these dramas. You will conduct a case study on media institutions within the music industry. Finally we study the key media concepts of Postmodern Media, Media Regulation and explore the socio-political impact of an evolving Media Ecology.



Useful skills and experience

Much of the course requires a good level of written and spoken English to communicate your ideas. An interest in art and design is useful for the production elements of the course, as are good ICT skills.



Where could this subject take me?

There are a number of careers in the media, both locally and nationally and, with the boom in digital media, it is a growth industry. This course enables progression onto Arts, Media Design, ICT, Media, Journalism, Marketing courses at higher education. The skills you will practice in this course are analytical and interpretative, furthermore you will learn about audience, media conglomerates, marketing and the impact of technology, which is useful for careers in business. Finally, producing practical media as part of a team will teach you about collaboration, delegation and cooperation as well as enhancing your technical skills, all of which are very attractive to employers and admissions tutors.



Assessment

There is a combination of teacher lead learning and student driven coursework. Coursework represents 50% of the assessment for this course. The other 50% is assessed in two written exam papers at the end of the course.



Exam Boards and Specification



Cambridge Assessment International Education



Entry Notes

Grade 4 English GCSE

A lot of filming is completed on student own mobile phone, which tends to capture better quality images than entry level cameras. All footage is uploaded to school Google drive so that it can then be deleted from the student's device.



Complementary Subjects

- Sociology
- Psychology
- Philosophy
- Photography
- English
- Art
- Film



Related Additional Activities

Offsite filming days, workshops run by media professionals and an awards evening.



What our students say

Media Studies has opened my eyes to how the creative decisions are carefully made to give significant impact.

We are able to provide cameras for school based activities. However, we use students own devices extensively to capture images and video for production work.

