Media Studies

Subject Lead: Mrs J Baker
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Key topics covered

Component 1: Media Products, Industries & Audiences (35%):
Analysing media language and representation in advertising, marketing, music videos and newspapers.
Understanding media contexts and sociocultural contexts and how they influence meanings.
Component 2: Media Forms and Products in Depth (35%):
Media Language, representation, media industries and contexts in relation to Global Television; Mainstream and Alternative magazines; Digital Media and convergence.

Component 3: Non-Exam Assessment Production (30%):
Create a moving image and print production to a set brief.

Recommended textbook and/or resources

WJEC Eduqas Media Studies for A Level Year 1 & AS

https://www.eduqas.co.uk/qualifications/media-studies-as-a-level/#tab_keydocuments

Students may find it helpful to have a digital camera for photography and filming.

Access to suitable editing software. Students currently use Adobe Photoshop and Premiere in class.

Why study the subject/what students like about it

"This subject has given me an insight into different types of media, how they are constructed and the validity of them. It helps provide you with detailed knowledge about everyday media and is helpful and relatable to your other subjects." Noah, Y12 Media student.

"I picked media because I wanted to understand and learn useful knowledge about the world's media…there are also really cool jobs revolving around media." Harvey, Y12 Media student.

"The media is a big part of today's society, so being able to understand and use media would be very helpful and useful." Oliver, Y12 Media student.

Opportunities outside the classroom

There are regular opportunities for students to carry out media production work outside of their lessons, and to hear from professionals working in the industry.

The department has led several projects with external organisations including the BBC and Norwich University of the Arts, UEA and Norwich Film Festival.

Future progression/career routes

Students have gone on to study Media or Media production at university, or to gain work within the media industry.

