

# A Level Media Studies

## What is A Level Media Studies?

Media Studies is a two-year course in which students study the production and reception of a wide range of media products including film, television, radio, music video, video games, print and online media. Texts studied include *I, Daniel Blake* (2016), *Straight Outta Compton* (2015), *The Daily Mirror*, *Assassin's Creed III*, *Humans* and *The Returned*.

## Why study Media Studies?

Media is one of the few growth industries in the UK. There are an increasing number of careers that now require media knowledge and skills. This course gives students the flexibility to develop their skills and interests in filmmaking, photography, drama and design. It also enables students to develop skills in academic writing. The course works well with any subject but students often choose to combine it with Film, English, Art, Drama or Photography.

## What makes a successful Media Studies student?

A successful Media Studies student is creative, analytical, organised and genuinely interested in media texts and debates. Students are self-motivated and enjoy practical and written work.

## To study this course, what qualifications will I need and in which subjects?

Students considering Media Studies should have at least a grade 4 in English Literature or English Language.

## What is the structure of the course?

The A Level is completed over two years and consists of the components below:

| Component 1: Media Products, Industries and Audiences                                                                                                                                            | Component 2: Media Forms and Products in Depth                                                                                                                                                                                       | Unit 3: Cross-Media Production                                                                                                                                               |
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| Study how media texts present people, places and issues in the following forms: music videos, video games, advertising, film marketing, newspapers and radio news or current affairs programmes. | Develop a more detailed understanding of audiences and industries. Study television shows, magazines and online media in more depth. Explore these texts in terms of narrative, genre, representation, audience and industry issues. | Plan and create a cross-media product from a range of briefs: a sequence and marketing materials for a new TV show; marketing campaign for a new film; a new print magazine. |
| <u>Final Assessment:</u><br>Written examination: 2 hours (35%)                                                                                                                                   | <u>Final Assessment</u><br>Written examination: 3 hours (35%)                                                                                                                                                                        | Final Assessment<br>Coursework Production (30%)                                                                                                                              |

## What opportunities are there for me to study beyond the classroom?

Media Studies students have many opportunities to access resources beyond the classroom. In past years, this has included co-producing a radio show with the BBC World Service broadcast live from Hellesdon High School. Students have teamed up with the BBC to improve their skills in filming and editing. As well as this, students have also carried out filming and photography at Norwich Castle Museum and Norwich Cathedral.

## What kind of career does this subject/qualification prepare me for?

Media Studies is a great choice for students who are interested in journalism, broadcast production, editing, marketing, filmmaking, photography and media relations.