

A Level Media Studies



Why this subject?

Media is an ever-changing subject and is becoming more and more relevant to a wide range of jobs. The growth of social media and extensive use of technologies in the world of work has made the media a vital part of communication and business. The recent restrictions brought about by the pandemic and several lockdowns have seen businesses thrust in to the technological world of the media having to find new ways to operate in these trying times. The media plays an essential role in the way we now communicate, consume, work and live our everyday lives. The ability to understand this in all forms is a great pathway into the work of the future.

At its core the subject is for anyone with an interest in film, TV, advertising, newspapers or the impact of the media on the world in general. It is an extremely relevant and interesting course consisting of practical elements where students are expected to apply their theoretical knowledge to set briefs and study a series of set products across a range of platforms and social, political, technological and economical contexts.

Course Outline

The course will focus your study around 4 key areas of the media theoretical framework.

- Media Language
- Representation
- Industry
- Audience

These areas will be applied to a range of set products across a range of media platforms including film promotion, advertising, radio, newspapers, online media, magazines, computer games, music and television.

Each set product is based in its own context which has an impact on how it was created, the messages within it and the way it is supposed to be read. A media product can either be a reflection of the society in which it was made or an image of the world it is trying to create.

Please visit our own 'Churchdown Media hub' which is an online platform created by us detailing the course content and the resources we have created to aid in the independent study expected from all students in sixth form.

www.churchdownmediahub2.com



Key Information

Exam Board	Eduqas
Qualification Type	A Level
Entry Requirements	Applied A Level Pathway. Level 6 in Art or Photography GCSE.
Head of Department	Mr Edwards

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Assessment Outline

Component 1

Section A – This section tackles media language and representation for a range of set products and unseen products. Here you will get to watch an audio-visual clip of an unseen product to analyse.

Section B – This section tackles industry and audience for a range of set products and unseen products.

Component 2

This exam focuses on three key platforms. TV, Magazine and Online Media. You will have two set products for each area that require in depth study as you may be asked questions from any area of the theoretical framework. This includes media language, representation, industry and audience.

Component 3 (NEA)

This is the coursework unit where students have to respond to a set brief. A client will set a brief with a specific target audience. The students will create appropriate media products to meet the brief. This is a cross promotional campaign so they may choose to meet the brief via print, audio visual, or audio methods of media. (see film promotion examples on this page)



Careers and next steps

A qualification in Media Studies will be recognised by any college or university. Options in further education include degrees in Film Studies and Media Studies or vocational courses in practical media skills. The course is also a good basis for further studies in English, Art, Drama and Business. Future jobs could include work in a variety of media industries such as film, TV, radio, advertising, journalism or the music industry.

Many of our students go on to higher education such as university from sixth form after cultivating their passion for media studies and gaining the desire to seek out a career in the field. Last year 70% of our A level students successfully gained spots at university with related courses such as journalism, media culture, film studies, film production and more.

