

A—LEVEL MEDIA STUDIES

Media Studies offers students a comprehensive and integrated coverage of media theory and practice. There's a focus on new technologies, and students will complete practical work.

The course covers a variety of contemporary topics and debates, from the way the media presents news and fiction, the impact of technological and e-media changes, to the production of marketing for a musical artist.

A-level Media Studies provides a good foundation for higher education and for further study of media-related courses. It is a great choice for people considering a career in the media.



Get in Touch

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What will I study?

Media Studies is both an intellectually challenging and practical subject with a thorough grounding in theory. Students will study key media concepts and theories, including linguistics, narrative and genre theory as well as film and edit their own products.

Year 1 Media Studies

Students will study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences. The following forms are studied in depth through applying all areas of the framework: newspapers, magazines, television, online, social and participatory media. Advertising and marketing, film, music video, radio and video games are studied in relation to selected areas of the framework.

Aspects of this framework are studied in the following way across the three components:

Component 1: Investigating the Media

Component 2: Investigating Media Forms and Products

Component 3: Media Production

Year 2 Media Studies

Students will study one Non-Examined Unit on Cross-Media Production which will require them to research, plan, and create a cross-media production based on two forms in response to a choice of 3 briefs set by the exam board.

How will I be assessed?

As well as regular classroom and homework assessments of progress, students will be formally assessed through a combination of examination and Non-Examined Assessment (NEA):

Component 1: Media Products, Industries and Audiences.

Written examination: 2 hours 15 minutes

35% of qualification

Component 2: Media Forms and Products in Depth

Written examination: 2 hours 30 minutes

35% of qualification

Component 3: Cross-Media Production

Non exam assessment. 30% of qualification

Personal Qualities

Media Studies is a subject that by its nature requires students to consider individual, moral, ethical, social, cultural and contemporary issues; students will be learning not only about the institutions that produce the media, but also the wider society that interacts with and consumes these products, and the effects this has at an individual and societal level. Students therefore need to have an enquiring and open mind and a genuine interest in the media. Students need to be able to work well individually and in a team, be able to meet deadlines and also have excellent written and verbal communication skills. Students also need to be willing to embrace new technology and have creative flair.

Career Prospects

Media Studies graduates typically enter careers in the media or cultural and creative industries and are offered roles from a range of employers including communications agencies; the Civil Service; further and higher education institutions, local government, marketing organisations, media companies, the newspaper and magazine industry; PR consultancies, publishing companies, TV and radio companies, film and video companies, computer gaming industry, writing and publishing, advertising agencies and the fashion industry. If you are considering studying Media at degree level, then having A Level Media would also be very useful preparation.

