

Why study A Level Media Studies?

Media influence is everywhere. It is a broad and fast developing aspect of the world we live in. The African American Nationalist Malcolm X, once said "the media is the most powerful entity on earth."

A Level Media Studies invites you to investigate many aspects of that world in a practical and fun way. Areas of study focus on the key areas of television, radio, online media, video games, the film industry, newspapers, magazines, music videos and advertising - offering something to interest everyone. Lessons take place in a well-equipped media suite close to the Sixth Form Coffee Shop and Study Room.

What new skills will I learn?

You will study how people and events are represented in the media by examining texts such as adverts, magazines, videos, blogs and radio, how these texts are created, who makes them and what effect they have on us, the audience.

You will examine different media industries, including music, television and magazines and the organisations which produce them.

For coursework, you will plan, produce and evaluate your own cross-media products, choosing from options such as:

- an original music video;
- a website;
- an intro to a new television programme;
- a film marketing campaign.

Career routes in Media Studies

A career in media is so much more than presenting the news, broadcasting your own radio show, or writing for Vogue. Employers in media look for a wide range of people with different technical and personal skills. Confidence and enthusiasm and the ability to build relationships with different people are key.

Whether you see yourself working in television, radio, online, working for a big corporation or getting involved with the technical aspects of media production, A Level Media Studies provides excellent preparation.

The skills you acquire through studying this subject will prove invaluable in any employment sector that involves communication.

**An exciting course that is analytical, creative and practical.
Combines well with English, Business, Sociology and ICT.**

Course Outline

Component 1

Meanings and Representations. Assessed by examination and worth 35% of the total marks. Analysis of a range of media texts such as music videos, film marketing, video games, newspapers and current affairs radio programmes. Questions focus on media 'language', events, issues, different media industries, audience responses and the representations of gender, ethnicity and historical context.

Component 2

Media Forms and Products. Assessed by examination and worth 35% of the total marks. Students study two contrasting texts for each of the key platforms: television; magazines; and online blogs. Students study how the texts are constructed, their audiences, the organisations producing them and the representations within them.

Component 3

Creating a Media Product. A coursework element worth 30% of the total marks. The cross-media piece will comprise of two interlinked media productions chosen from television, magazine print, film marketing or music marketing. The production will consist of four pages or minutes in total, with an accompanying website. Students will also include a 500-word plan of their product.

Lead Teachers:

Mrs D Clarke, Miss M Malik, Ms G Lewins.

Exam Board: Eduqas

Sixth Form Entry Requirements:

To study **Level 3** (academic A Level) courses students must have a minimum of at least **five** GCSEs at 9 - 4 grades (or equivalent). These must include a grade 5 or above in English Language.

Assessment:

Component 1 assessed by examination (35%).
Component 2 assessed by examination (35%).
Component 3 assessed by coursework (30%).

**Find out more ... visit our website www.bbs.calderdale.sch.uk
Here to help ... speak to the course tutor or your form tutor
Call us on 01422 328928. Email admin@bbs.calderdale.sch.uk**

