

Why choose Media?

The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase.

Coombe Sixth Form Media Studies A Level



Media Studies

What does studying Media Studies involve?

This subject offers you the opportunity to explore, analyse, discuss and challenge the construction and impact of mass media texts upon audiences. This will be done by providing you with a theoretical understanding of the mass media in society and methods for analysing media texts (e.g. television programmes, films, music videos and websites) as well as with the development of practical skills for media production.

There is a 70/30 balance of theory and practical work across the two year course which means that you will learn about how media industries operate as well as how texts are constructed by making your own media products and promotional materials, all using new media and the latest digital equipment and software. You will research and investigate issues and debates surrounding the role of the media in society, analyse texts from a variety of media, and even publish your own blog. The modules cover textual analysis, representation, audiences and institutions as well as core media theory relevant to a range of media forms, where you will explore critical media perspectives and contemporary debates.

What skills will I develop and where could studying this subject lead?

Due to the informative, practical and analytical nature of the subject you will develop a wide range of highly sought after skills. You will develop the ability to write clearly and succinctly in a detailed and informative manner. Your ability to read and analyse texts critically will develop, alongside your ability to articulate your thoughts and opinions orally. Through working in groups on practical tasks and presentations your ability to work effectively in a team will develop as will your ICT skills.

Due to the amount of theory that underpins all aspects of media studies, you will become a critical thinker and an independent learner with the ability to manage difficult and often abstract concepts. You will engage in political, sociological and moral debates, forming your own opinions on ideas stemming from the impact of media texts and the process of global mediation, all informed by academic theory. You will also develop a sophisticated range of practical skills; such as making film and video, webs design and using software such as Photoshop, Premier Pro and After Effects.

Modules that you will cover:

Component 1 – Media Messages (35%)

Learners will explore Media Language and Representation by analysing magazines, adverts and music videos, as well as two linked in-depth studies focusing on news and online media. *Set Products: Daily Mail, The Guardian, The Big Issue, Titanium by David Guetta, Heaven by Emeli Sandé, Old Spice, Shelter & Lucozade.*

Component 2 – Evolving Media (35%)

Learners will explore the impact of Industry and Audience on the production, distribution and consumption of media products, as well as two linked in-depth studies focusing on long-form television drama. *Set Products: The Jungle Book Franchise, Radio 1 Breakfast Show, Minecraft, Stranger Things & Deutschland 83.*

Component 3 – Non-Examined Assessment (30%)

Learners create an individual cross-media production in two different forms for an intended audience, applying their knowledge and understanding of the theoretical framework and digital convergence.

Entry requirements / prior knowledge:

There is no requirement that you will have taken the subject at GCSE but a strong pass in English is preferred. It would suit those who are critical thinkers, enjoy consuming a wide

range of media and exploring new ideas. Visually creative and ICT adept students will also find this subject particularly suited to their skills.

Which other subjects will it combine well with?

Many students studying Media Studies are visually creative and therefore combine this subject with other creative options such as Art, Graphics, Photography or Textiles. Media is also closely linked with performing arts subjects like Music and Drama. As a theoretically challenging subject it also complements other analytical courses and being a discipline in the cultural studies field, it is relevant across a wide range of additional subjects such as Sociology, English, Business, Philosophy, ICT and Psychology.

Similarities between GCSE and A Level

Other than continuing with specific media terminology and building on previously obtained practical skills, the A level course is much more varied in scope and depth. Consequently, Year 12 Media studies is just as accessible to those who haven't studied GCSE, as to those who have. All students who begin AS Media studies start from the same point, regardless of whether you studied the subject at GCSE level.