

Osborne Sixth Form

Media Studies



A Level

Specification: <https://www.edugas.co.uk/media/d3fbs2s3/edugas-a-level-media-studies-spec-from-2017-e-02-03-2020.pdf>

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Why study A Level Media Studies?

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.

What skills will I develop?

- demonstrate skills of enquiry, critical thinking, decision-making and analysis
- demonstrate a critical approach to media issues both historically and currently in society, culture, politics and the economy
- develop an understanding of the dynamic and changing relationships between media forms, products, industries and audiences
- demonstrate knowledge and understanding of the global nature of the media
- apply theoretical knowledge and specialist subject specific terminology to analyse and compare media products and the contexts in which they are produced and consumed
- make informed arguments, reach substantiated judgements and draw conclusions about media issues
- engage in critical debate about academic theories used in media studies
- demonstrate sophisticated practical skills by providing opportunities for creative media production.

What will I study?

Component 1) Media products, Industries and Audiences across a range of mediums, including: advertising, music video, newspapers, film, radio & video game.

Component 2) Media forms and products across all areas of the theoretical framework, including: television & the global age, magazines, mainstream and alternative media and media in the online age.

All case studies will be covered across a breadth of notable theorists: Mulvey, Neale, Toddorov, Bathes & Levi-Strauss, etc.

Component 3) Cross- Media Production

How will I be assessed?

Paper 1 (assessing component 1) 35%

- 2 hours & 15 minutes
- Section A: Analysing Media Language & Representation of key case studies and an unseen source.
- Section B: Understanding Media Industries and Audiences of key case studies.
- Extended response essays

Paper 2 (assessing component 2) 35%

- 2 hour & 30 minutes
- Section A: Television & the Global Age
- Section B: Magazines, Mainstream & Alternative Media
- Section C: Media in the Online Age
- Extended response essays

Non Exam Assessment (assessing Component 3) 30%

- An individual cross-media production based on two forms in response to a set of briefs set by WJEC applying knowledge and understanding of the theoretical framework.

Where might it lead?

A Level Media Studies is a respected qualification where students can go onto study Media, TV or Film at University as a practical degree, a theoretical degree or a combination of the two. This can lead to a very broad range of professions in media, film and journalism. Furthermore, it allows students a gateway to a plethora of exciting career opportunities across the world, including; presenting, broadcasting, advertising & marketing, public relations, travel and tourism or equally creative opportunities like set designing & video game designing etc.

What are the entry requirements?

Grade 5 in English Language (previous study in Media is preferable but not essential).