



St Mary Redcliffe
and Temple School

Media Studies



Media Studies

Exam board: WJEC / EDUQAS

Specification: 1150/2 (AS) / 1149/6 (A Level)

This is a two year linear A level course - The AS content forms the first half of the A level content and can be assessed at the end of Year 12 to provide an AS Level qualification if the student is dropping the subject and believes they can get a strong grade. Otherwise the two years of content are assessed at the end of Year 13 to give the A level grade.

AS Level structure

Component 1	Investigating the Media	1½ hour exam 30%
Component 2	Investigating Media forms and Products	2 hour exam 40%
Component 3	Media Production	Coursework 30%

A Level structure

Component 1	Meanings and representations in the media	2 hour exam 30%
Component 2	Media forms and products in depth	3 hour exam 40%
Component 3	Cross-media Production	Coursework 30%

Course Delivery:

A level Media Studies is delivered through class discussion, group and individual exercises and short practical tasks, which give students the opportunity to put theory into practice. Students will need to support their study with independent reading and critical responses to their personal media consumption. Active viewing of relevant texts on DVD and online is a significant and stimulating element of the course.

Course Content:

AS COMPONENT 1: INVESTIGATING THE MEDIA

This three part examination consists of analysis of the key concept of **representation**, in both historical and contemporary media texts. We enjoy debating and exploring how key messages and values about gender, ethnicity, age, class and other issues are conveyed across all media forms. We look at set texts and a great variety of other products, with students being very much encouraged to share their own interests. We aim to keep things fresh and exciting by discussing lots of up to date texts, as well as focusing on the set texts which are currently -



- Video Games – commercial and technical flop, Assassin's Creed III
- Film – massively successful Marvel Superhero film, Black Panther; searing critique of contemporary society, 'I, Daniel Blake'
- Radio – the controversial Late Night Woman's Hour, surprisingly racy for Radio 4
- News Media – the politically diametrically opposed The Times and The Mirror
- Advertising – Gender & Advertising, from the misogyny of the 1950s to the 'woke' advertisements of today and the cleverness of Charity Advertising in emotionally manipulating audiences

AS COMPONENT 2: INVESTIGATING MEDIA FORMS AND PRODUCTS



This component assesses knowledge and understanding of media language, representation, media audiences and industries. The examination has three sections covering

Television – Crime Drama – the funny and moving time travel cop show, *Life On Mars*

Magazines – Woman Magazine from the 1960s – truly shocking to a modern reader!

Media in the Online Age – the phenomenally (some might argue bewilderingly) successful Zoella; her blog and vlog

AS COMPONENT 3: MEDIA PRODUCTION

This is an exciting and creative part of the course that students love! Given lots of creative freedom, students work on an individual practical media production, which results in making a product that is based on real life Media company practices. The



products are chosen from an interesting range of briefs provided by the examination board, allowing students to capitalise upon their own media passions and interests. This could involve planning, shooting and editing a music video, designing a website, creating the opening to a new genre film or designing promotional materials for a new television show.

A LEVEL COMPONENT 1: MEDIA PRODUCTS, INDUSTRIES AND AUDIENCES



This develops the material studied at AS Level, with students applying a range of fascinating theories and debates to their set and unseen texts. This takes students' understanding of the power and influence of the Media to a whole new level and often provokes some really interesting (and sometimes heated!) debates in lessons.

A LEVEL COMPONENT 2: MEDIA FORMS AND PRODUCTS IN DEPTH



This component assesses knowledge and understanding of media language, representation, industry and audiences. The exam consists of three sections :

Television in the Global Age - controversial and gripping Scandi Noir crime drama, *The Bridge*

Magazines: Mainstream and Alternative Media – anti-consumerist activist magazine, *Adbusters*

Media in the Online Age – niche, alternative webzine, *Attitude*

A LEVEL COMPONENT 3: CROSS-MEDIA PRODUCTION



This is where budding directors, designers, editors and journalists really come into their own. Students love the challenge of individually creating linked products, using two different media. This might mean creating a trailer for a new horror film, with a radio slot to promote it. Plenty of choice of tasks offers students the opportunity to follow their own interests. As well as creating impressive coursework, getting friends and relatives to star in student creations often results in great digital souvenirs!

Entry requirements:

It is useful but not essential to have studied GCSE Media Studies. If it has been studied then it should be passed with at least grade 5. At least a grade 5 in GCSE English (Language or Literature) is required as part of the normal entry requirements

Skills & personal qualities required / developed by course:

A good Media student will be a critical consumer of a range of texts and enjoy debating relevant issues. The course will also teach IT, photography, filming and editing skills and offer plenty of chance to develop written, verbal and visual communication talents.

Visits / resources:

The course offers opportunities to make the most of local Media organisations such as Watershed and Aardman Animation. We are very well equipped with the latest equipment including digital camcorders, Macs and large screens for viewing films and television programmes. We have a large collection of films and other resources on DVD to support study.

Recommended reading / websites:

<https://corbytechmedia.weebly.com/gcse-neale.html#> genre theory

<https://www.slideshare.net/sabah27/shot-sizes-camera-angles-camera-movement> media terminology

<https://www.youtube.com/watch?v=OAH0MoAv2CI&app=desktop&safe=active> editing

<https://www.youtube.com/watch?v=04C3B1Ztwf0&safe=active> film marketing

Frequently Asked Questions:

Do I need to have studied GCSE Media?

Most students on the course haven't studied GCSE Media, either because their previous school didn't offer it or because their interest in the Media is a recent development. With this in mind, staff make sure that all students are given a comprehensive introduction to the key skills, terminology and concepts early in the course. This serves as useful revision and extension for those who **have** studied the subject at GCSE.

Do I need to be proficient at IT and editing?

Students are encouraged to extend existing practical skills, as well as being given opportunities to develop new IT and still images/film/video editing skills on the course, using iMovie, Photoshop and other DTP packages.

What other skills does the course develop?

A great variety of talents and skills: analysing, teamwork, research skills, essay writing, debating, presentations, planning, organisation, time-management, trouble-shooting, aesthetic appreciation, design, filming, editing sound and visual material, independence and resilience, especially in the face of inevitable technological and logistical challenges, especially when creating Media products for coursework.

Does the course offer the skills needed for University study and the modern workplace?

Definitely - see above!

For further information: Contact Mr R Evans, Head of Media

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