



Kimberley
School



A Level

MEDIA STUDIES

SIXTH FORM MEDIA



East Midlands
Education Trust

SUBJECT BOOKLET

What is Media?

Media is the study of contemporary forms such as film, television, advertising, newspapers, magazines, pop culture etc.

Who is it for?

Media Studies is a good choice for students who are interested in analysing modern media texts and enjoy designing and being creative with their ideas.

Media Studies is important if you are considering a career in a journalism or a media industry such as film or television. But even if you are not, you will gain skills transferable to other careers.

Course requirements?

The course is taught from scratch so it does not matter if you did not study Media Studies at GCSE level. However, it does help if you can be analytical about the media you consume and have at least a GCSE grade 5 in English.

What will I study?

You will study a wide range of media texts. You will learn media theories and media terms to help analyse different texts. You will learn how people are represented in the media and why. You will have opportunities to create your own media texts.

Skills will include:

- demonstrate skills of enquiry, critical thinking, decision-making and analysis.
- demonstrate a critical approach to media issues.
- 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.



How will I be assessed?

The course is made up of 3 units

Unit one: Media Products, Industries and Audiences

Written examination: 2 hours 15 minutes (exam worth 35%)

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of two sections:

Section A: Analysing Media Language and Representation

This section assesses media language and representation in relation to **two** of the following media forms: advertising, marketing, music video or newspapers. There are **two** questions in this section, including analysis of unseen texts.

Section B: Understanding Media Industries and Audiences

This section assesses **two** of the following media forms – advertising, marketing, film, newspapers, radio, video games - and media contexts.

It includes:

- **one** stepped question on media industries
- **one** stepped question on audiences.

Unit two: Media Forms and Products in Depth

Written examination (worth 35%)

The examination assesses media language, representation, media industries, audiences and media contexts, studying a range of set products. This exam requires extended essay responses and does not include unseen analysis.

It consists of three sections:

Section A – Television in the Global Age

There will be one two-part question or one extended response question.

Section B – Magazines: Mainstream and Alternative Media

There will be one two-part question or one extended response question.

Section C – Media in the Online Age

There will be one two-part question or one extended response question.

Unit three

Non-examination assessment (worth 30%)

In this unit you will make a cross-media product following a brief set by the exam board (EDUQAS).

You will be asked to create two new media products. This could include the following, in any combination:

- Film marketing – print or moving image
- Magazines – print or online
- Radio – podcasts or broadcasts
- Music Video
- Websites

The software that we use to produce these include Adobe Photoshop, In Design Premier Pro- all part of the Adobe Creative Suite. Confidence with computers and cameras would benefit you for this stage of the course.

See Mrs S O'Brien for further details.