



WHY CHOOSE MEDIA STUDIES?

Media Studies has risen to become the fastest growing subject in Higher Education. This is not surprising considering that nearly everything we know is influenced by our consumption of television, newspapers, films, video, radio, magazines, advertising, and, more recently, the Internet. New technologies are serving to accelerate this consumption, which makes this an important and exciting time to study the media. This course is intended to help you to understand how the media works and how it influences us.

Students usually find the practical element of this course a source of great personal satisfaction and achievement. Assessing the many examples of high quality work in video, print and ITC/new media products is always a pleasurable experience for media tutors, and we are complimented on this high standard by examiners.

HOW USEFUL WILL IT BE?

We follow the OCR Syllabus, which provides an excellent foundation for Media & Communications Studies in Higher Education, and for a range of related subjects in the fields of Arts and Humanities.

Media Studies is also excellent preparation for all careers involving communication skills. The high level of critical analysis in written debate to be attained provides a firm academic foundation for many higher education courses. Subjects which go well with Media Studies are English Literature, Sociology, Theatre Studies, Art & Design, Economics and Business, AVCEs in Business, Leisure and Tourism.

WHAT WILL YOU NEED TO DO TO BE SUCCESSFUL?

To study this subject you will need a minimum of five GCSE subjects at Grade A*-C. Students are expected to achieve a CC at GCSE for English Language and Literature or CC English Language and Media GCSEs to qualify for this course. You will be required to discuss and criticise products of the mass media and the institutions behind them, as well as to construct your own media artefacts. This involves strong analytical skills, as well as creativity and technical expertise. It is a demanding course which still retains a higher than average amount of course work.

You will be expected to work independently, by carrying out your own research into media institutions and audiences, using websites as well as traditional sources, and you will also generate and carry out your own primary research.

WHAT WILL YOU STUDY ON THE COURSE IN YEAR 12 – THE AS LEVEL?

The course induction will introduce you to key concepts with which you will be able to appreciate and analyse media products, the influences of the companies behind them, the values inherent in them, and the audiences that consume them.



SIXTH FORM

Importantly, you will learn to 'read' images in print and moving images, by their visual and technical codes of meaning. You will then be able to analyse how visual media convey meanings to audiences and practise close textual analysis of television texts.

The course also requires you to research independently and you will be asked to make a case study on a film production company for the examination papers. For practical coursework you will produce pages and a front cover of a new music magazine.

HOW IS THE AS LEVEL ASSESSED?

50% internally assessed coursework and 50% externally assessed examinations.

Unit G321: Foundation Portfolio – research, plan and produce pages for a new music magazine. (Coursework – 50%).

Unit G322: Key Media Concepts – textual analysis, representation, institutions and audiences. (Two-hour written examination – 50%).

WHAT WILL YOU STUDY ON THE COURSE IN YEAR 13 – THE A2 LEVEL?

Study at A2 Level will involve deeper levels of conceptual understanding, critical analysis and research. Understanding and theory gained at AS Level will be applied to film, television and print. This work will form the basis of practical production work and independent textual research for the media debates papers.

There is an accent on independent learning, to support your production work and prepare you for the exam, for which you will carry out both primary and secondary research.

At A2, as a more informed and independent worker, you have the chance to choose your own briefs for advanced production from a range of media genres.

Unit G323: Advanced Portfolio – study of contemporary media technologies to produce a media portfolio, comprising the planning and construction of main and ancillary texts. (Coursework – 50%).

Unit G324 – Critical Perspectives – theoretical evaluation of production alongside a study of contemporary media issues. (Two-hour written examination – 50%).

HOW MUCH TIME WILL YOU HAVE TO SPEND ON PRIVATE STUDY / RESEARCH?

AS Level: at least 4 hours per week.

A2 Level: at least 5 hours per week.

