



Coloma Sixth Form

MEDIA STUDIES



You know, who tells the stories of a culture really governs human behavior. It used to be the parent, the school, the church, the community. Now it's a handful of global conglomerates that have nothing to tell, but a great deal to sell.

— *George Gerbner* —

AZ QUOTES



It's not information overload. It's filter failure.

— *Clay Shirky* —

AZ QUOTES

Specification for 'A' Level Media Studies

This media course will enable you to **analyse and create** a wide variety of media, such as:

- **Audio-visual forms** (eg TV, film, radio, music video and advertising)
- **Online forms** (eg social and participatory media, digital newspapers and websites)
- **Print forms** (eg newspapers, magazines and posters).

All the above media forms will be studied in relation to the four areas of the theoretical framework:

- Media language
- Media Representations
- Media Industries
- Media Audiences.

In addition to the broad study of media forms, you will engage in the in-depth study of particular media texts, known as the Close-Study Products (CSPs).

You will study contemporary, diverse topics such as fake news, gender representations and censorship. You will hone your research, problem-solving and debating skills. All that you do in Media Studies will prepare you for university and beyond.

There are THREE papers for A-Level Media Studies

MEDIA ONE:

Section A will focus on Media Language and Media Representations. Questions in this section will be on advertising, marketing and music video.

Section B will focus on Media Industries and Media Audiences. Questions in this section can test any two of the following forms: radio, newspapers or film (industries only).

How is it assessed?

There will be a two-hour written exam, worth 84 marks. This represents 35% of the full A-Level. The paper will contain a range of questions relating to an unseen source and Close Study Products. Two essay questions worth 20 marks are included, one of which is an extended response question.

MEDIA TWO:

Questions will focus on the in-depth media forms of television, magazines and online, social and participatory media/video games.

How is it assessed?

There will be a two-hour written exam, worth 84 marks. This represents 35% of the full A-Level. This paper comprises one medium length unseen analysis question (9 marks) and three essay questions (25 marks), one of which is an extended response question and one of which is a synoptic question, where your answer will draw in your knowledge of all aspects of the Media.



PAPER THREE: NON-EXAM ASSESSMENT – CREATING A CROSS-MEDIA PRODUCTION

You will use your knowledge and understanding of the theoretical framework of Media Studies to create a media product according to your choice of brief: briefs generally cover such media as a website, a video commercial, a print advertisement or a segment of a radio show, to name a few.

There will be a choice of one of six annually-changing briefs, set by AQA. This section is worth 60 marks and 30% of the full A-Level. It is assessed by your teachers and moderated by AQA. Students produce a statement of intent and a cross-media production made for an intended audience.

What could this qualification lead to?

This subject provides expertise skills and experience which are essential to arts-based subjects at university, and careers within media and the creative arts.

These skills include the ability to:

- Be creative
- Work to a deadline
- Communicate quickly, accurately and succinctly within a variety of formats
- Develop critical thinking through debate and analysis of texts and issues
- Argue a position effectively through drawing on evidence
- Create interesting, lively content for specific target audiences
- Use subject-specific terminology fluently in essays
- Employ technology creatively and proficiently
- Understand and develop independent perspectives on contemporary media issues such as censorship, exploitation, and gender representations.
- Consider contemporary media theory on such topics as feminism and postfeminism, identity, race, globalisation and postmodernism
- Work independently and in a team
- Be respectful of the values and beliefs of others
- See the links between media and all the arts
- See the links between media and society.

This A-level is an excellent entrance qualification for the wide variety of media courses available at universities, eg Media and Communications and Film Studies, but also degree courses in English Literature, Sociology, Fine Art, Fashion, Popular Music, Photography and many more.

It is a longstanding, respected qualification accepted by ALL universities.



Relevant Links to Websites

e.g, Careers sites, University Courses

<https://university.which.co.uk/subjects/media-studies>

<https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/media-studies>

<https://www.allaboutcareers.com/careers/industry/media>

<http://www.gold.ac.uk/media-communications/>

Summer tasks

TASK 1 Choose a front page and two-page article from any magazine and copy them with the use of your own computer software. The finished work should be a perfect recreation of the articles in terms of layout, typeface, font size and text.

The only difference will be that the pictures must be your own.

TASK 2 ‘Social media is changing the way we communicate and the way we are perceived, both positively and negatively. Every time you post a photo, or update your status, you are contributing to your own digital footprint and personal brand.’ *Amy Jo Martin*

Write 500 words on the power of social media, drawing on specific examples to state your case. Your writing should be clear, focused and lively, with read-on quality throughout.

TASK 2 Media Studies involves both academic skills of analysis and application of theory and practical skills like filmmaking and editing. **Make a film of your experience of your summer break, perhaps in the style of “A Day in The Life of [Name]. Here’s an example: you should be able to do better than this!**

<https://www.youtube.com/watch?v=Mpz0ZpQJn6Y> Your film should be no more than 2 minutes long and an exercise in discovering and learning to use free video editing and effects apps: I recommend https://filmora.wondershare.net/filmora-video-editor.html?gclid=CjwKCAjwwMn1BRAUEiwAZ_jnEj1HrrfiI31oZupuUGsIoN4PKQqb1Y59qWjXh112pkMIWVT5hpyamxoCp7oQAvD_BwE

The above work should be brought to your first Media Studies lesson in September.



Extra Suggestions for the Summer

Read as widely as you can on topics of interest. Reading can be conducted online and through books and articles. Explore the following, for example:

FILM

<http://www.bfi.org.uk>

<http://sensesofcinema.com>

<http://www.filmreference.com/>

TELEVISION

<https://www.thoughtco.com/television-history-1992530>

<http://www.bbc.co.uk/historyofthebbc/>

PRESS AND MAGAZINES

<http://www.newsmediauk.org/history-of-british-newspapers>

http://creativeskillset.org/job_roles/378_fashion_photographer

E-MEDIA: *Shirky is a must: we will study him, and his thinking is an eye-opener!*

[Clay Shirky: How cognitive surplus will change the world - YouTube](#)

CURRENT MEDIA ISSUES AND DEBATES

Watch the documentary 'Outfoxed' on political bias in U.S. Television journalism. *This is also a must!*

[Outfoxed • Rupert Murdoch's War on Journalism • Fox News • BRAVE NEW FILMS • FULL DOCUMENTARY - YouTube](#)

Keep up to date with local, national and international media topics on TV and in newspapers:

- Install the Sky News and BBC News apps on your smartphone: get accustomed to seeing news *that your social media hasn't filtered through to you.*
- There is - limited - free online access to quality UK newspapers: The Times, The Telegraph, The Guardian and The Independent. *Become familiar with these papers' style and tone* and compare them with tabloids such as The Sun, The Mirror and The Express.

