

# Media Studies

## MEDIA STUDIES DEPARTMENT

Head of Department: Dr S Ellsmore

**Why choose the subject?** This course will enable students to develop their enjoyment and knowledge of all media texts including film, music, documentaries, newspapers, magazines, ICT and radio and television broadcasts. Through a variety of approaches, including producing media texts, it will allow students to develop a framework for the critical analysis of the meanings and contexts of all these texts.

Production work is a very important part of the course, encouraging students to put theory into practice by demonstrating knowledge and understanding of technical skills as well as allowing them to fully engage in creative, imaginative and aesthetic activity.

**Who is eligible?** Students who are interested in learning more about the role that the media play in our lives and willing to engage in critical analysis of all media forms and conventions. You will need to be willing to work in groups and to have an interest in media production.

## A LEVEL QUALIFICATION

Year 2019/21 Advanced Level Award  
Examination Board: OCR

### PAPER 1 - MEDIA MESSAGES

TWO HOUR EXAMINATION

35% OF FINAL A LEVEL GRADE

#### SECTION A - NEWS

Students are required to study TWO media forms in-depth:

Newspapers  
Online, social and participatory media

Students must answer THREE 10 mark questions and ONE 15 mark question

Some questions will relate to unseen sources on newspapers and/or online, social and participatory media

Questions will focus on media language, media representations, media industries, media audiences, media contexts, academic ideas and arguments.

#### SECTION B - MEDIA LANGUAGE AND REPRESENTATION

Students are required to study THREE media forms:

Advertising and marketing  
Magazines  
Music videos

Students must answer ONE 10 mark question and ONE 15 mark question.

Some questions will related to unseen sources on advertising and marketing, and/or magazines.

Questions will focus on media language, media representations and media contexts.

## **PAPER 2 – EVOLVING MEDIA**

TWO HOUR EXAMINATION

35% OF FINAL A LEVEL GRADE

### **SECTION A – MEDIA INDUSTRIES AND AUDIENCES**

Students are required to study THREE media forms:

Radio  
Video games  
Film

Students must answer TWO 15 mark questions

Questions will focus on media industries, media audiences (but not for film), media contexts

### **SECTION B – LONG FORM TELEVISION DRAMA**

Students are required to study ONE media form:

Television

Students must answer ONE 30 mark question and ONE 10 mark question, PLUS a SYNOPTIC question, which will focus on media language, media representations, media industries, media audiences, media contexts, academic ideas and arguments.

## **PAPER 3 – MAKING MEDIA**

NEA (COURSEWORK)

30% OF FINAL A LEVEL GRADE

This paper is externally set, internally assessed and externally moderated.

It is worth 60 marks.

Students are expected to complete both elements of the cross media production.

## **STUDENT VIEW**

### **Media Studies**



Media Studies is an excellent subject to study at A level because the skills you learn are unique, yet applicable to everyday life. It's relevant to our day-to-day lives since we are surrounded by media texts, and this A level shows you how to analyse and critique them. Due to the practical elements of the course, we get to produce our own media texts whilst applying theories that we've learnt in order to create meaning in our work. This is especially valuable for students who want to pursue media at university. Even for those who aren't interested in further study of media, this course raises awareness of contemporary issues in the media industry and the ways in which texts are received by audiences.

GE, SC and DR