

### Course title:

<b>Academic year:</b>	2023
<b>Course Venues:</b>	BWH – DT1
<b>Course Type:</b>	A level
<b>Course Code:</b>	MED
<b>Duration:</b>	2 years

### Course Description:

Through studying Media Studies students will view, evaluate and analyse a variety of media products, and develop practical skills spanning a range of media forms. You'll find contemporary, diverse topics and varied and engaging content, helping students to develop research, problem-solving skills as well as their creativity. Students will refine their debating skills through the discussion of contemporary issues from a range of perspectives.

Students will also extend their practical skills in their chosen medium, building their capacity for independent research, and gaining a deeper appreciation and understanding of the role media plays in day-to-day life.

### Course Content:

A-level Media Studies engages students in the in depth study of media products in relation to the four areas of the theoretical framework:

- media language
- media representation
- media industries
- media audiences

Students are required to study media products from all of the following media forms:

- television
- film
- radio
- newspapers
- magazines
- advertising and marketing
- online, social and participatory media
- video games
- music video

**Entry requirements:**

The standard entry criteria to study in the sixth form are a 9-4 in at least seven different subjects, including English and mathematics, which would usually be at grade 4 or above.

To study other subjects already taken at GCSE you must achieve at least a grade 5 or above in that subject.

For A Level Media you should ideally have achieved a grade 5 or above in English, however this can be discussed with the course leaders (AF/JC) if a student achieves a grade 4.

**Assessment:**

Assessment for the A Level is broken up into 2 exams and a non-exam assessment (coursework piece).

The exams and non-exam assessment will measure how students have achieved the following assessment objectives.

AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes.

AO2: Apply knowledge and understanding of the theoretical framework of media to:

- Analyse media products, including in relation to their contexts and through the use of Academic theories
- Evaluate academic theories
- Make judgements and draw conclusions.

AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.

**Financial Information:**

All equipment and reading materials are either provided by the school or loanable subject to a signed consent form.

**Future opportunities:**

From television to cinema, radio to podcasts, social media to blogs and vlogs, and everything in between – media studies plays a big part of our every day. As a subject it's





**STAFFORD**

14-19 Partnership

never been so relevant than in the internet age, where actors, singers, and personalities can make their own celebrity online using their media skills. As technology, creativity, and competition increases, these skills become more in demand all over the world.

Media studies will equip you with the communication and technology skills needed to succeed in the modern workplace, whether in the media industry or not. Whether you choose to pursue a career in film and television, fight for your own fame, or take your skills into business – you'll be well equipped for what the modern workplace is looking for.

**Further information:**

**For any further information regarding this course please contact Miss Capewell (Head of Art and Design) or Mrs Fenny (Head of Design Technology).**

[JC@bwh.staffs.sch.uk](mailto:JC@bwh.staffs.sch.uk)

[AF@bwh.staffs.sch.uk](mailto:AF@bwh.staffs.sch.uk)

