

A LEVEL MEDIA STUDIES

WHAT IS MEDIA STUDIES?

This subject gives you an opportunity to study many different examples of media – social media, TV, magazines and newspapers as well as music, and gaming. As an academic subject, the course critically explores issues such as representation in the media. You also develop research skills with regards to the media industries and audiences, and practical skills in order to successfully produce your own media products for specific audiences.



WHY SHOULD I STUDY MEDIA STUDIES?

We are all exposed to media and this course allows us to investigate the role of the media in our lives. If you want to develop analytical, research and practical skills then this may be the course for you.



USEFUL SKILLS & INTERESTS

You need to be a competent user of IT as we use industry standard software such as Photoshop (all software will be taught if you have not used it before). You are expected to keep up to date with media events, reading newspapers and watching the news regularly will help you. The more interested you are in media texts, such as TV, Film, Music and current affairs, the more relevant the course will be to you.

COURSE STRUCTURE & CONTENT

There are 3 Components to the Course. The Course will be assessed through **2 exams** (Component 1 and Component 2) (**70%**), with a practical **coursework** element (Component 3) (**30%**).

COMPONENT 1

Media Products, Industries and Audiences

- Unseen moving image or print media product analysis
- Analysis of representations within media products
- Essay questions related to media industries and audiences
- Course areas: Advertising, Film, Music Video, Video Games, Radio and the News Industry.

COMPONENT 2

Media Forms and Products in Depth

- Section A: Television in the Global Age Set texts: British Television vs The World
- Section B: Magazines – Mainstream and Alternative Media
- Section C: Online and Participatory Media – Social Media, YouTube and Vlogging



COMPONENT 3

The practical component will involve producing an individual cross media production from a set brief which is different each year. There will be an audio-visual element such as a music video or sequence from a new TV programme with related print or a music video with related print material.

COURSE COMMITMENT

You are expected to attend all lessons and be prepared to meet strict deadlines. All homework must be completed.

COURSE COSTS

We estimate that costs on this course will reach no more than £20 maximum as all digital resources and equipment is provided, although a deposit is required to use some of this outside of College.

ENTRANCE REQUIREMENTS

For entry on to this course you will need to meet the college standard entry requirements for Advanced Level study of 5 GCSE passes (grades 4 - 9), including English Language at a minimum of a grade 4.

PROGRESSION ROUTES

Past students have gone on to study a range of course at University. Media Production and Media Studies courses are particularly popular, but the subject supports many other degree courses such as English, Sociology, Journalism (Print, Broadcast and Online), Marketing and Advertising, Graphic Design, Public Relations, Events Management and Communication Studies.

Some of the students who studied this course at Prior Pursglove College progressed on to:

- Huddersfield University – **Journalism**
- Northumbria University – **Film & Television Studies / Journalism**
- Nottingham Trent University – **Broadcast Journalism**
- Salford University – **Broadcast Journalism**
- Sunderland University – **Magazine Journalism**
- Teesside University – **Graphics / History / Journalism / Multimedia Journalism / TV & Film Production**

FURTHER INFORMATION

Full course specifications can be found at www.edugas.co.uk

If you require further information please contact the subject leader, **Kris Lord** (k.lord@pursglove.ac.uk)

