

A-Level Media Studies

INTERNET

RADIO

MAGAZINES

TELEVISION

NEWSPAPERS

What will I get from the course?

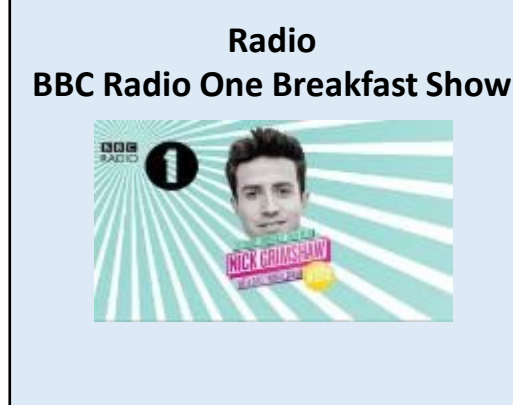
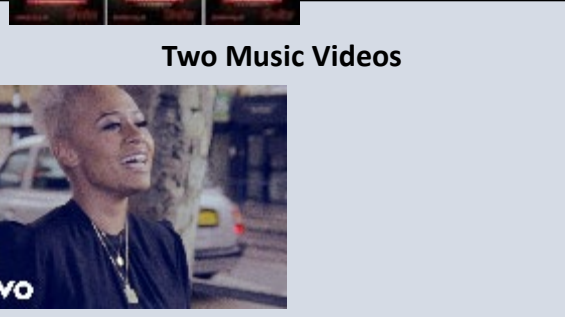
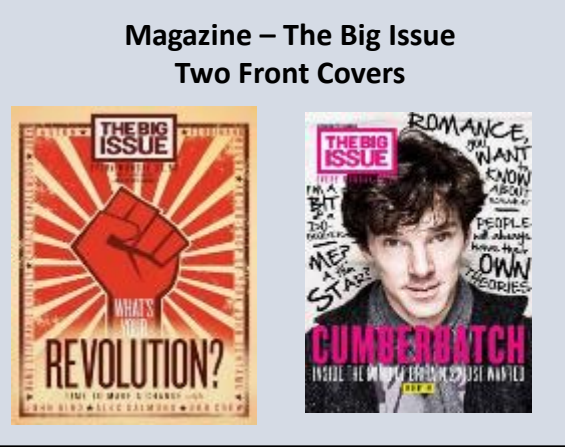
- Development of essay writing skills
- Discussion and analysis of issues and topics such as media audiences, media companies, gender, representation, ownership and narrative
- You will learn media production skills such as page layout, photography and film making
- A course that supports and complements other A Level courses. Clear links can be made to English, Business, Psychology, Art and Photography
- Highly enthusiastic and motivated specialist teachers

Component 1 Section A: Media Messages
All areas – two linked in-depth studies
 The Guardian and Daily Mail - Two Front
 Covers/one complete edition of each
 (45 marks AO1 15 + AO2 30)

Component 1 Section B: Media Messages
Media Language and Representation
 Magazines, Advertising and Marketing,
 Music Videos
 (25 marks AO1 10 + AO2 15)

Component 2 Section A: **Evolving
 Media**
Media Industries and audiences
 (30 marks 2 x 15 mark Qs AO1 30)

Component 2 Section B: *Evolving
 Media All areas - Long form television
 drama*
 Choose one episode from each list
 (40 marks AO1 10 + AO2 30)



WRITTEN EXAM
 1 MEDIA
 MESSAGES
 (2HR) 70
 MARKS - 35%

WRITTEN EXAM
 EVOLVING MED
 (2HR) 70 MARK
 35%

Course Overview

Media Messages: Music Videos

Approx 10 % of the total A Level

An detailed analysis of 2 case studies where you will learn about film language such as cinematography and editing and how it is used to create meaning and to represent an artist and build their public image.



Course Overview

Media Messages: Ads

Approx 10% of the total A Level

An in-depth study of a selection of print ads with a focus on how meaning is created and ideas around representation and social ideologies.



Course Overview

Media Messages: Magazines

Approx 10% of the total A Level

An in-depth study of two front covers from 'The Big Issue', focusing on representations and meaning in this social enterprise magazine.

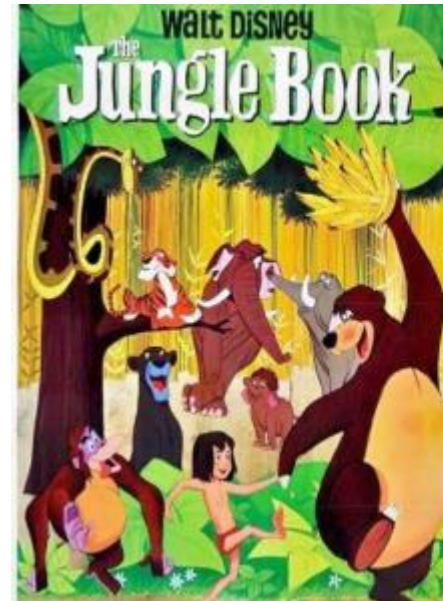


Course Overview

Evolving Media: The Jungle Book

Approx 10 % of the total A Level

An in depth analysis of how film making has evolved through the digital revolution and how that has effected the film making business. This is illustrated through a study of the original Jungle Book movie and its recent live action reboot.



Course Overview

Evolving Media: Minecraft

Approx 10 % of the total A Level)

We look closely at the rise of Minecraft and explore how internet connectivity allowed an independent Swedish production to become one of the biggest games in the world.



Course Overview

Evolving Media: Radio

Approx 10 % of the total A Level

Through close analysis of the Radio Breakfast Show you will develop an understanding of how the UK's public service broadcaster, the BBC, meets the challenge of justifying its license fee while appealing to a youth audience and surviving in a digital media landscape.



Course Overview

Coursework Project:

Approx 20% of the total A Level-

You will respond to an exam board brief and be given a choice of producing:

- a moving image product such as a music video or short film
- pages for a new magazine concept
- a radio show excerpt

Alongside the above, you will also produce pages of an accompanying website



Course Overview

Evolving Media: Television Drama

Approx 20% of the total A Level

Through the close study of 2 opening episodes of Stranger Things and Deutschland 83 we get insight into television drama audiences, narratives, production processes and contexts.



Skills and possible pathways

Skills

- Textual analysis of media language across a range of media texts
- Industry insight into a variety of media products
- Media production using video editing and image editing tools as well as use of media hardware such as camera and mics.

Possible Pathways

- A career in advertising and marketing, writing and journalism, law, consultancy, business, teaching, performing arts, academia, creative media production such as radio, graphic design, film, television and digital moving image.

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**Magazine – The Big Issue
 Two Front Covers**



Advertising and Marketing



Two Music Videos



**Film
 Jungle Book 1967 and 2016**



**Radio
 BBC Radio One Breakfast Show**



**Video Games
 MINECRAFT**



**English Language
 Season 1 Episode 1**

Stranger Things



Non-English Language

Deutschland 83



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Course Requirements

Students embarking on the A Level courses need at least a grade 5 in both GCSE English Literature and English Language

Assessment Methods

2 exam papers Coursework is internally assessed and externally moderated.

Any further questions?

- Speak to your English teacher: Mr Edwards, Miss Dutton, Mr Clark and Mrs Law have all taught the course!
- Email dedwards@sheldonschool.co.uk