

Media Studies

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REDHILL ACADEMY TRUST
Exsisto Optimus



Results 2016-17

Year 13

% A* - B	40	% A* - C	100
% A* - E	100		



Why choose Media Studies?

Job Options:

- Media planner
- Multimedia specialist
- Researcher broadcasting/film/video
- Public Relations (PR)
- Runner, broadcasting/film/video
- Social media manager
- Television/film/video producer
- Web content manager
- Advertising account executive
- Broadcast journalist
- Editorial assistant
- Event manager
- Information officer
- Journalist
- Market researcher
- Website designer
- Writer



Why choose Media Studies?

What skills will it provide students / how are these transferable to employers/careers?

- how to research, plan and construct media products using appropriate technical and creative skills
- to evaluate your own practical work
- to understand codes and conventions of the different platforms (broadcasting, e-media, print)
- how to apply knowledge and understanding when analysing media products and processes
- to increase your knowledge and understanding of media concepts
- to develop enquiry, critical thinking and decision-making skills
- to develop your knowledge and understanding of contexts and critical media debates and issues
- the ability to work to a brief and meet deadlines
- teamwork.



Why choose Media Studies?



Where can it take you?

- Conor McManus – De-Montfort University – Film Studies
- Alex Barnes – NTU – History
- Tom Nixon-Roworth – Leicester – History
- David Johnson – Coventry – English and journalism
- Kalebh Blair – De-Montfort University – Film Studies



What will you study.

1. Media language
2. Media representation
3. Media industries
4. 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



How will you learn?

In class:

- examining different media texts
- examining cultural, social, political and ideological influences on texts
- examining the effect of audience and industry

Independent study:

- Research cultural, political, economic and social influences on the media
- Coursework
- Practical skills (filming, editing, sound recording)



How will you be assessed?

Media One

What's assessed

Section A will focus on Media Language and Media Representations.

Questions in this section will test the following forms:

- advertising and marketing
- 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
- film (industries only).

How it's assessed

- Written exam: 2 hours
- 84 marks
- 35% of A-level



How will you be assessed?

Media Two

What's assessed

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

How it's assessed

- Written exam: 2 hours
- 84 marks
- 35% of A-level

Questions

- One medium length unseen analysis question.
- Three essay questions (25 marks), one of which is an extended response question and one of which is a synoptic question.



How will you be assessed?

Non-exam assessment: Creating a cross-media production

What's assessed

- Application of knowledge and understanding of the theoretical framework.
- Ability to create media products.

How it's assessed

- A choice of one of six annually changing briefs, set by AQA.
- 60 marks
- 30% of A-level
- Assessed by teachers
- Moderated by AQA

Tasks

Students produce:

- a statement of intent
- a cross-media production made for an intended audience.



Why choose CFS to study Media Studies?

- Teachers with many years of experience teaching media
- In depth subject knowledge from staff
- AQA exam board
- Track record of high grades
- Smaller class sizes than at GCSE = more personal
- Fun but challenging

