Media Studies

Media Studies allows students to examine the influence of the mass media upon themselves and different groups of people. Through examining how the media work students also learn how to create their own media texts and evaluate the success and effect of these texts upon an audience. Students find the course interesting and stimulating as they learn to look at the world in a new way and realise how much the media manipulate them.

Course Structure & Content

Students will study representation in the media; audiences and their response to media texts; the genre of texts; the narrative in media texts and the organisations that produce and distribute media texts. Students will learn about media industries in our society.

Examples of texts to be studied:
- Advertising and marketing Tide (print ad 1950's) / SuperHuman (TV ad Tokyo Paralympic Games 2020) / Kiss of the Vampire (Film poster 1963)
- Music video from a choice of artists – such as / Janelle Monae / Sam Fender
- TV (English) Peaky Blinders (2013) 1:1
- TV (Non English) The Bridge (2015) 3:1
- Film Industry Black Panther (2018) / I Daniel Blake (2016)
- Radio Late Night Woman's Hour
- Newspapers The Daily Mirror / The Times
- Magazines Vogue / Big Issue
- Video Games Assassin's Creed Franchise
- Online Media Zoe Sugg / Attitude

Assessment

The course is 70% examination and 30% coursework.
COMPONENT 1: MEDIA PRODUCTS, INDUSTRIES & AUDIENCES Exam: 2 hours 15 mins (35%)
COMPONENT 2: MEDIA FORMS & PRODUCTS IN DEPTH Exam: 2 hours 30 mins (35%)
COMPONENT 3: CROSS-MEDIA PRODUCTION Coursework (30%)

Entry Requirements

A GCSE Grade 5 in English is required. GCSE Media Studies is desirable but not essential.

Progression

An AS/A level in Media studies carries the same value as any other option subject in terms of many university or employment requirements. The course is particularly suited to anyone interested in a future career in journalism or a media orientated career.