



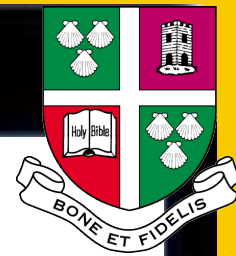
TEACHERS: Ms Evers & Mrs Goodwin Bates

LESSONS: critical discussions, presentations, theoretical exploration, debates, essay writing, annotations, directing, filming, editing, collaboration, and deconstruction of a range of media texts.

RESULTS:
2022: A*-B = 78%
(A*-D = 100%)
2023: A*-B = 50%
(A*-D = 100%)

EXAMS:
70% of the A-Level
2 exams (2 hr each)
Essay questions

NEA:
30% of the A-Level
Practical skills
A choice of 6 briefs



Media Studies

- What is Media Studies?
- modern communication
 - culture
 - media language
 - target audiences
 - entertainment
 - ideology
 - politics
 - representation
 - industry
 - analysis, evaluation, theory and debate

Media Language – layout, colour, lighting, sound, camera angles, shot types ...

Theories include: Barthes (codes/ myths), Neale (genre), Levis-Strauss (binary opposition)

Representation – race, age, feminism, post-colonialism, post-modernism ...

Theories include: bell hooks (feminism), Gilroy (ethnicity), Gauntlett (identity)

Audience – demographics/psychographics, desensitisation, moral panic, fandom ...

Theories include: Bandura (effects), Hall (reception), Shirky (end of audience)

Industry – budgets, marketing, production, franchise, conglomerate, profit ...

Theories include: Hesmondhalgh (risk/profit), Livingstone & Lunt (regulation/ censorship)

CAREERS

(after studying Media)

Arts administrator	Digital marketer
Broadcast journalist	Location manager
Editorial assistant	Media researcher
Event manager	Public relations officer
Marketing executive	Runner, broadcasting/film/video
Magazine journalist	Social media manager
Market researcher	Television/film/video producer
Photographer	Television production coordinator
Film director	Web content manager
UX designer	Website designer
Writer	Advertising account

Our relationship with media is changing.

Streaming TV shows or films, playing music, listening to the radio, keeping in touch with your friends, posting about your life, taking pictures, checking sports results, searching for directions or a recipe, editing your own videos – all of this media is now literally in the palm of your hand.

Increasingly, our lives are becoming saturated with media. By taking media studies, you learn to be critically aware of the media you are consuming and understand these rapidly developing industries.

Most companies have a media department and understanding how to produce and manage media can be essential to the success of products and customer satisfaction. This course gives you a critical standpoint to be able to explore the power the media can have in shaping society.

It is an essay-based subject and, because the content of A-level Media Studies is firmly embedded within cultural, socio-political, and economic life. It sits well alongside subjects like English literature, English Language, Psychology, History, Sociology, Philosophy, Business Studies and Politics.

Media Studies can also develop a wide range of transferable skills including analysis, visual communication, problem solving, as well as communication, presentation, and organisational skills.

