



Media

Why Media Studies?

A Level Media Studies is a great choice for creative students with an interest in the world of media, as it casts a spotlight on the society in which we live today and the fundamental part that media plays in it. As digital technologies continue to evolve, the media plays an increasingly significant role in shaping how individuals communicate, learn and engage with the world. As a student of the media, you will develop critical thinking and creative skills that will be invaluable in an everchanging and global 21st century workforce.

This unique course, with its texts that are continually updated in line with the fast-paced changes we face in the modern world, offers the opportunity to respond to a variety of media products with flair, criticality and originality. Students study a range of broadcast, print and media technologies and will create media products of their own using Photoshop.

What are the principles behind the A-Level Media Studies course?

Working from the principle that no media text exists in isolation, but is the product of the society, beliefs and events of the time in which it was produced, for whom and by whom, our goal is for students should become **critical, analytical and creative media users**. We want our students of Media Studies to be able to understand how media products are constructed, how they shape meanings, and how they influence society. The specification is built around a **theoretical framework** and the study of a wide range of media forms.

What do I need?

You will need at least a grade 5 in English Language or Literature and/ or Media Studies at GCSE.

How much will I have to read and engage with media products?

You will be expected to read, watch and re-watch not only your set media products, but other connected media forms, for example other products of the same genre or from the same period, journal articles, theoretical studies and criticism. As a student of Media Studies, we expect you to absorb media in all shapes and forms at every opportunity in your daily lives, from news broadcasts and newspapers to film, advertising, podcasts, TV and music video. You will be expected to contribute your critical opinions and thoughts to each lesson where we will examine texts and consider the power and influence that media texts play in the world around us.

How is the course taught?

Learners study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences. The following forms are studied through the application of all areas of the framework: Newspapers, Magazines, Television, Online and Social and participatory media

The following forms are studied in relation to selected areas of the framework: Advertising and marketing, Film, Music video, Radio and Video games

What about the future?

The creative, research, digital literacy, communication and critical thinking skills developed through the study of media are particularly useful for a range of careers in the Creative Industries, Digital and Marketing. Education and Research, Business and Public sector. Some examples are publisher, TV, film or radio producer, broadcast or print journalist, PR and marketing, advertising executive, teacher, editor, copywriter, brand manager, researcher, games designer, screenwriter, campaign or events manager.