

# MEDIA

# STUDIES

## COURSE GUIDE



The Polesworth School  
ENSURING EXCELLENCE



# Media Studies

## Linear A Level

**Exam board:** OCR

**Full specification:** [www.ocr.org.uk](http://www.ocr.org.uk)

### What will the course involve?

A Level Media Studies enhances students' knowledge, understanding and appreciation of the media and its role in our daily lives. The course allows pupils to study various media forms, including newspapers, advertising, film, TV drama, radio and video games, developing an understanding of how each media product is produced and distributed by industries, and how audiences respond to them.

Media students are also given the unique opportunity to create their own cross-platform media products as part of their non-examined coursework unit, worth 30% of their final grade. In these more practically-based lessons, students learn how to operate filming equipment and use quality editing programmes such as Adobe Photoshop. Students are given complete autonomy in this creative element of the course, in response to a brief provided by the exam board.

Media Studies is an A Level that would be suited to students who have a particular interest in learning about the media and its ever-increasing role in modern society. This is a highly-demanding subject that requires students to be self-motivated, autonomous and creative in their approach to theoretical and practical elements of the course in order to succeed. Those who study Media at A Level often go on to pursue careers in Journalism, PR and Marketing, Film, IT and Digital Media Production.

### How will the course be assessed?

This two-year, linear course will require students to sit two exams at the end of Year 13: each exam makes up 35% of their total A Level grade. Students are also required to submit practical coursework which will be completed in the final year of the course, the results of which will account for 30% of their overall grade. In Summer 2019, our first year of the new specification at A Level, 100% of students achieved grades A-C, all meeting or exceeding expected progress.



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## **Newspapers**

Students will learn about the British press and will analyse the representations created by all national newspapers; they will also complete an in-depth study of *The Daily Mail* and *The Guardian* newspapers in order to compare and contrast the ways in which different news industries target various audience demographics. Pupils will also learn about the political, historical, economic and social contexts that influence news production, distribution and consumption, and how the news industry has responded to changes brought about by advancements in digital technology.

## **Advertising, magazines and music videos**

They will also analyse how various forms of media use codes and conventions to create specific representations of people, events and ideas, exploring case study texts such as perfume, sports drinks and charity advertisements, music videos and *The Big Issue* magazine. In this unit, students will develop their understanding of how media industries attract their target audience.

## **Film, video games and radio**

In this unit, students will have the opportunity to learn how the film industry has changed over time, studying the animated and live action versions of the Disney classic *The Jungle Book* (1967 and 2016) as a point of reference. They will also complete an in-depth study of the video game *Minecraft* and learn how an 'indie' product became a global success. Finally, students will learn about the radio industry through their study of *The BBC Radio 1 Breakfast Show*.

## **Long Form TV-Drama**

In this final examined unit, pupils will study and analyse the first episodes of an English Language and non-English Language TV drama (*Homeland* and *The Killing*), exploring how the TV industry use codes and conventions to create universal representations of people, events and ideas.



# Media Studies

## A Level Media Studies Exam Results 2020

A	B	C	D	E
3	7	3	—	—

For more information please contact Miss A Hodgkinson (Head of English)  
or Miss B Currall (Coordinator of A Level English and Media Studies)

