

A-Level Media Studies



Why should you choose the subject?

Media studies is vital for students to be able to navigate the world they live in. Studying media allows students to deconstruct the messages they are bombarded with and teaches them to think independently and critically analyse their world. In addition, it is a creative subject and allows students to express themselves through practical production - developing their research, planning and organisation skills and, most importantly, their sense of curiosity and their own imaginations.

Media studies at Ruislip High School is consistently one of the top performing subjects in the school at A Level.

Career pathways

Media studies can be useful in a range of careers including marketing, sales and advertising, broadcast media and performing arts, journalist and publishing, and leisure sport and tourism.

Past Student Success



Amy Jones
Media Studies - A*



Fiona McBennett
Media Studies - A



George Wilson
Media Studies - A



Phoebe Dowling
Media Studies - A*

Media Studies - Course Information:

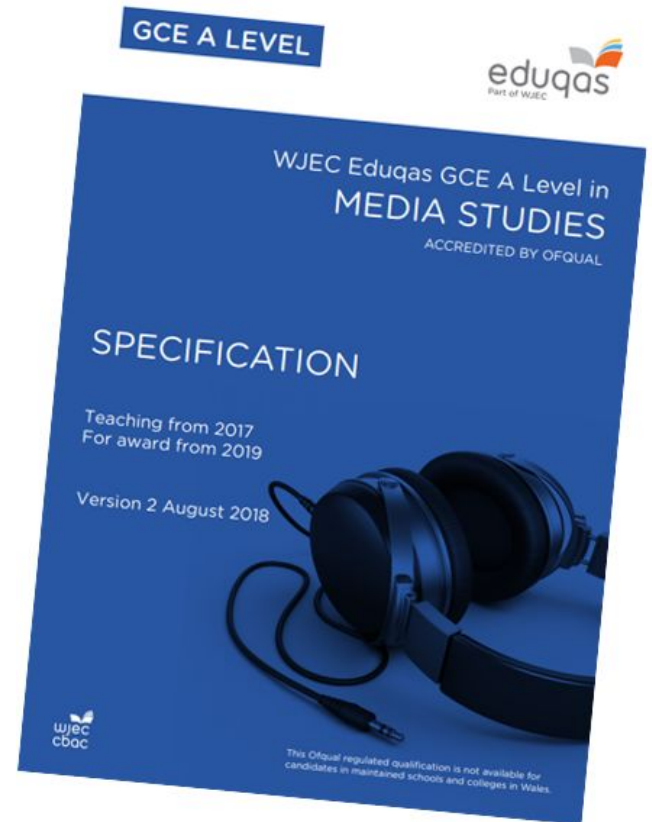
Exam Board: Eduqas

Units:

- Component 1 - Media Products, Industries and Audiences
- Component 2 - Media Forms and Products in Depth
- Component 3 - Cross-Media Production (The non-examined assessment)

Course Breakdown:

30% coursework (NEA), 70% examination



Component 1: Media Products, Industries and Audiences

Examination worth 35%

Section A: Analysing Media Language and Representation

Section B: Understanding Media Industries and Audiences

Students will study a range of set texts to gain an understanding of how they relate to the key media areas: media language, representation, audience and industry.

This will be assessed in a range of question styles, including extended writing.



Component 2: Media Products, Industries and Audiences

Examination worth 35%

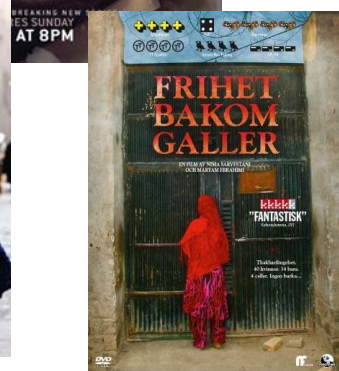
Section A: Television in the Global Age

Section B: Magazines: Mainstream and Alternative Media

Section C: Media in the Online Age

Building on the work of Component 1, students will gain a deeper understanding of the relationship between the four key media areas (representation, media language, audience and industry) through the exploration of six set texts.

This will be assessed through the student's ability to form a coherent argument in their extended writing.



attitude

Component 3: Practical Production

Non-examined assessment - worth 30%

The brief is set by Eduqas (and changes every year).

Students complete the work in the Summer Term of Year 12, with a deadline of October Half Term in Year 13.

The coursework is a cross-media production, meaning students are required to produce two pieces of practical work across two forms of media.

Previously, students have created a music video and a website or a magazine and a website.

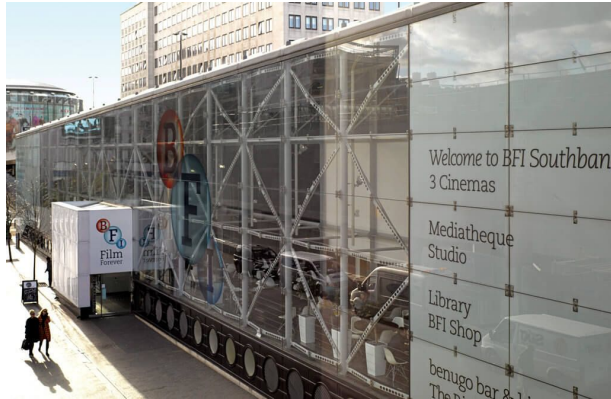
Brief 1: Television	A cross-media production for a new television programme in a factual or fictional genre (or sub-genre/ hybrid) of your choice. Create an audio-visual sequence from a new television programme <u>and</u> associated print <u>or</u> online materials to promote the programme. Your cross-media production should be created for a mainstream broadcaster (such as BBC1 or ITV) and target a mainstream audience of 16-34 year-olds who have an interest in the genre/topic of the television programme.	
TASK	Details:	The production must include as a minimum:
1. Audio-visual	An original pre-title and title sequence Length: 2 minutes 30 seconds – 3 minutes	Original title and logo for the programme Two or more filming locations At least three different characters or contributors representing at least two social groups Exposition of narrative/ topic or issue, including conflict and equilibrium Wide range of camera shots, angles and movement, to establish the locations, narrative/topic or issue/and representations Diegetic sound (including dialogue and/or narration as appropriate) and non-diegetic sound (including soundtrack) Editing of footage, dialogue and soundtrack. Continuity editing in the pre-title sequence: montage of footage for the title sequence. Graphics/ titles to include the title of the programme, episode title, names of key personnel
AND		
2. Either: Option a) Online *	A new, functioning website, to include a working homepage and one linked page to promote your new television programme to its target audience Length: 2 pages, including 30-45 seconds of embedded audio or audio-visual material related to the topic	Homepage: Original title and logo for the programme (same as above) Menu bar Main image plus at least two other images (all original) that establish the locations, characters/ social groups and narrative/ topic of the programme A written synopsis that introduces the narrative or topic/ issue of the programme (approximately 200 words in total) An original audio or video 'blog' (30-45 seconds) by the director detailing either the research undertaken for the programme or a production diary Working link to one further page from the website: <ul style="list-style-type: none"> either an 'Episodes' page or 'Further information' page on a topic/ issue (factual programme) or 'Characters' page (fictional programme)

Component 3: Practical Production

Sample Work



Associated Trips and Activities



Trip to the BFI Southbank - Students attend study days and workshops led by Eduqas examiners and industry professionals, to aid student revision and gain a deeper understanding of exam topics.



Trip to the BFI IMAX Waterloo - Links to film industry study for Component 1. Gives students the chance to experience a film on one of Europe's largest cinema screens.

Extra-curricular opportunities and enrichment: Joining the magazine club and contributing to the Ruislip Eye and joining the marketing and advertising enrichment club



Trip to New York City
Students who choose Media Studies will be eligible to attend the Sixth Form Arts and Humanities trip to New York City and Washington DC. This will give them a chance to visit NBC Studios and visit filming locations across the city.