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SPRINGBOARD



A-Level Media Studies

OUR COURSE DETAILS

Our A-Level Media Studies course supports students' interest in media forms/texts as well as creating an awareness of how what we consume has an impact on us.

We study a wide variety of media forms from traditional (such as newspapers and radio) to 'new' media (such as websites and vlogs), some will be familiar and mainstream, some historical and some non-English language texts designed for minority audiences. The A Level course follows the EDUQAS/WJEC specification, one of the oldest and most established subject options.

PREPARING FOR STUDY

Everything is still rather strange at the moment, but it's a fascinating time to study the media.

As you watch, listen, read, play and make – think! In preparation, watch and study a variety of media including: films, TV shows, news programming, music videos, short film extracts, animation, digital games, print adverts and posters etc.

A useful revision source: www.bbc.co.uk



EMPLOYABILITY

There is a huge variety of jobs available in the media which require a wide range of skills - think about your strengths and the sorts of things you enjoy doing. You could work in film and television production, editing, advertising, marketing, P.R., Games Design, social media, scriptwriting, journalism, web design, radio broadcasting, news reporting.....research these careers and many more. Start here:

www.prospects.ac.uk

OUR TOP READS

There are lots of good, general textbooks such as *The Media Student's Book* by Gill Branston & Roy Stafford. It's huge and something you dip in and out of rather than just read but it covers all the key concepts. You can often buy secondhand copies quite cheaply.

As well as books you can also start reading newspapers and magazines – both of which you'll study on the course. You'll study *The Times*, *The Daily Mirror*, *Vogue* and *The Big Issue* on the course so you could look at editions of these but reading any papers, national or local and magazines will help develop your understanding of the forms.

www.essentialmediatheory.com/ is another excellent introduction to the subject.

UNIVERSITY COURSES

There are many excellent University courses available within the subject area depending on where your interests and career ambitions lie. You can apply for degree courses in television, radio, film and magazine production, animation, web design, marketing, scriptwriting, games production, sports journalism, public relations and many, many more.

Locally, Nottingham Trent University, Derby, Lincoln, De Montfort and Sheffield Hallam all have excellent, well-resourced courses.



Watch the 'making of' or any other DVD extras on a variety of films. The "behind the scenes" sequences show just how many people are involved in producing a media text.

Programmes like *Blue Planet* end every episode with a 'making of' section. These are interesting to watch because they show how something which seems "natural" is constructed and is the result of a series of choices.

Watch the news. How are the stories (or is there just one?) organised? What is considered important?

Few films are being released at the moment how will this affect the industry? Will we all eventually go back to the cinema or will we just carry on downloading films? Lockdown had had a big impact on social media stars/influencers. The ones that really only sell stuff had little to say whilst others, like Joe Wicks, gained in popularity and reached a whole new audience! Do you make and share media content? What do you make, how and why?

Your coursework for A Level Media Studies will be making a music video. Watch a variety of music videos, how are they constructed? How do different genres make different styles of videos?

In preparation, for the course watch, listen, read and study a variety of media including films, TV shows, news programmes, newspapers, advertisements, games, magazines and social media. As you consume them consider how they represent people, places, ideas and beliefs. Do they use stereotypes? How are the audience supposed to react to them?

PEOPLE & ORGANISATIONS TO RESEARCH

Independent Press Standards Organisation (IPSO) regulated newspapers in the UK. Find out who they are and how they work.

Stuart Hall is a fascinating character and one of the key figures in the development of Media Studies. What can you find out about him?

Rupert Murdoch is a media mogul, he owns newspapers, TV & film companies. Research him and the media companies he owns.

Public Service Broadcasting is a term used to describe the way the BBC is run. What does it mean and what are the characteristics of PSB?

USEFUL ONLINE LINKS

Mrs Fisher's videos are a really good introduction to A Level Media Studies. Mrs Fisher is a Media Studies teacher; her short videos cover key concepts and texts and are an excellent way of developing your knowledge and understanding. If you've never studied the media before start with the GCSE videos.

You can find them here:

[YouTube.com](https://www.youtube.com)

LINKS TO THE SPECIFICATIONS

www.eduqas.co.uk