



A Level - Media Studies

Why study A-Level Media Studies?

Media Studies at Cardinal Newman is a contemporary and dynamic subject that offers students the opportunity to study an intellectually stimulating and contextually relevant range of exciting products. As well as engaging with a plethora of rich and stimulating texts, students will be expected to apply their understanding to a creative practical piece of their own design. We are proud to say that Media Studies is one of the most successful A-Level subjects in the Sixth Form and achieves fantastic results. In 2023, **100% of students achieved A*-C** and we achieved an Alps grade of 3 meaning we are in the **top 25% of Media Studies departments in the country**. If you are a student who enjoys critical debate, analysing meaning in historical and contemporary texts and producing your own media texts then this is the A-Level choice for you!



Head of Department
Mrs Walker

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Entry Requirements

You do not need to have studied Media at GCSE, but we would like students on our course who have an appreciation of a range of media forms and who regularly invest their time in 'the media'.

At least a Level 5 in English Language or Literature will be compulsory as students will need to show that they can form critical and cogent arguments.





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What will the course involve?

The A-Level will be a 2 year course with all assessments at the end of the second year.

Component 1 Written Examination: 35% Understanding Media Forms and Products	Component 2 Written Examination: 35% Understanding Media Forms and Products in-depth	Component 3 Media Production: 30%
<p><u>Section A: Media Language, Representation and Audiences</u></p> <ul style="list-style-type: none"> • Music Videos e.g. Dizzee Rascal • Advertising and Film Marketing e.g. 'Water Aid' • Newspapers e.g. 'The Times' <p><i>The section may take the form of a comparison of one historical print advertisement compared to one contemporary advertisement.</i></p> <p><u>Section B: Media Language, Representation and Industries</u></p> <ul style="list-style-type: none"> • Newspapers e.g. 'The Daily Mirror' • Radio e.g. 'Late Night Woman's Hour' • Film Industries e.g. 'Black Panther' <p><i>This section may take the form of a critical analysis of a niche and mainstream newspaper.</i></p>	<p>An in-depth study of three media forms in relation to all areas of the theoretical framework:</p> <ul style="list-style-type: none"> ○ Media Language ○ Representation ○ Audiences ○ Industries <p><u>Section A: Television</u> A study two contrasting texts from one television genre such as crime drama, documentary filmmaking or sci-fi/fantasy such as 'Life on Mars' and 'The Bridge'.</p> <p><u>Section B: Magazines</u> A study of one historical (pre-1970) and one contemporary magazine such as 'Woman's Realm' and 'Huck'.</p> <p><u>Section C: Online Media</u> A study of one blog for example 'Zoella' and one online magazine or newspaper produced for a minority audience such as 'Attitude'.</p>	<p>Students will need to produce one cross-media production in two forms for an intended audience.</p> <p>They will need to showcase their understanding of the theoretical frameworks through independently responding to a brief, for example:</p> <ul style="list-style-type: none"> • Create a sequence from a new television programme and a related print or online product. • Create an original music video for an unsigned artist and a related print or online product.

POSSIBLE CAREER OPTIONS

Use it to study a related degree at University for example:

TV or Film Production

Marketing

Journalism

Global Communications

Graphic Design

Research

Book Publishing

Copy Editing

Cinematography

Sound Production

Photography

Art

English Literature

History

Use it to get onto an Apprenticeship for example:

Advertising and Marketing

Graphic Design

Online or social media production

Journalism

Publishing as well as many more!

