

A level Media Studies

Why study Media Studies?

- The media play a central role in contemporary culture, society and politics, shaping our perceptions of the world through the representations, ideas and points of view they offer. This course aims to explore how media texts create meaning, and how their representations of the world affect audiences.
- You will also look at the economic and cultural context in which individual media texts operate, through the close analysis of a range of media texts – both 'traditional' media (newspapers, television, films,) and digital online media (blogs, websites). You will also develop practical production skills and will be required to produce your own media products.



Why study Media Studies at Solihull Sixth Form College?

- This course focuses on studying a range of different media forms and industries.
- This is one of the few subjects to allow students to develop practical skills to create their own media products as part of their coursework.
- You will also develop the ability to interpret and understand how media texts have been created, and the social political aspects of media texts.
- Media Studies combines well with Photography, Art and Design, Sociology and History, for example.

Case Study

Among the recent successful students to have taken this course is **Francesca Manenti**.



She joined the College from Alderbrook School and achieved an A* in French and A grades in English Language and Media Studies. She has earned a place at Cardiff University to study Media & Communication.

“During my time at the College my teachers set me challenging tasks that allowed me to push myself out of my comfort zone. I had amazing opportunities, such as the Team Gambia volunteer project and that increased my independence.”

- student Francesca Manenti



Course Outline

Component 1: Media Products, Industries and Audiences (Examined)

Section A: Analysing Media Language and representation

You will look at advertising, marketing, music videos and newspapers and will answer two questions:

- one question assessing media language in relation to an unseen audio-visual or print resource
- one extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts.

Section B: Understanding Media Industries and Audiences

You will look at advertising, marketing, film, radio, video games, and newspapers.

In the exam you will answer two questions:

- one stepped question on media industries
- one stepped question on audiences.

Component 2: Media Forms and Products in Depth (Examined)

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:

Section A – Television in the Global Age

You will apply the theoretical areas to two texts (eg Life on Mars and The Bridge)

There will be one two-part question or one extended response question.

Section B – Magazines: Mainstream and Alternative Media

You will apply the theoretical areas to two texts (eg Vogue and The Big Issue)

There will be one two-part question or one extended response question.

Section C – Media in the Online Age

You will apply the theoretical areas to two texts (eg. Zoella and Attitude)

There will be one two-part question or one extended response question.

Component 3: Cross-Media Production (Coursework – 30% of the overall marks)

You will produce, individually, a cross-media production based on two forms in response to a choice of briefs set externally, applying knowledge and understanding of the theoretical framework and digital convergence. An example would be: Create a music video and an article for a music magazine promoting a new band or artist.

Assessment

Coursework (30%)

Examination (70%)

Examining Board – EDUQAS.

Special Entry Requirements

It is not necessary to have studied GCSE Media Studies. Standard A level entry requirements apply – see www.solihullsf.ac.uk/courses/entry-requirements.

Prohibited Options

None.

What do our students go on to do?

The course is relevant to students considering a career in Media. It can lead directly to training, or to a place on a Media degree course. You will develop a range of skills on the course, which could lead to a number of different options in employment or Higher Education.

Cost Implications

There are no specific costs involved in studying A level Media Studies, but we offer trips that will require payment for transport.

Examination Results

In the past three years, there has been great success for students on this course, including consistently high pass rates. The full breakdown of results is as follows:

Year	Entry	A*	A	B	C	D	E	U	A-E%
2018	51	0	4	18	24	4	1	0	100.0%
2019	34	0	6	12	13	2	1	0	100.0%
2020	42	0	7	18	15	2	0	0	100.0%

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