



The Cardinal Wiseman Sixth Form

A Level course 2017-19

Media Studies

What is Media Studies at Cardinal Wiseman?

We are subjected to 3000 media images everyday. These images have been staged to play on our hopes, dreams, fears and insecurities. How we see the world and the information that we are given everyday are directly influenced by the people who make and develop media images.

Media Studies aims to help pupils develop the skills to read the media and the messages they are portraying to their audiences. We research and critically analyse the world around us to better understand how cultures have been changed and opinions shaped by the influence of the media.

Entry Requirements:

4 A* - C GCSE passes including a grade 4 in English Language and having a keen interest in different forms of the media and current affairs.

What will I study?

- Media representations and how they shape our opinions and knowledge on issues such as gender, ethnicity, age, events and national identity.
- The influence of the mass media on modern Western society, including research in cultural influences and sociology.
- Ethical and moral debates surrounding the media and their power
- Audience responses to ideologies within the media
- How to critically analyse media texts (printed and moving) to understand implicit messages or ways of thinking.
- Media studied will include (but not be limited to) Radio, Newspapers, Documentary, Advertising, Television and the Internet (Film is no longer included in the Media Studies specifications).

What are the examination/coursework requirements?

Two external examinations:

Component 1: Meanings and Representations in the Media – 2 hours
30% of qualification

Component 2: Media Forms and Products in Depth – 3 hours
40% of qualification

Component 3 - Internal Assessment and moderated externally:

Cross-Media Production
30% of qualification

What skills will I develop?

- Analytical and Evaluative Writing
- Independent research skills (a great benefit to those planning to progress to further education)
- Teamwork/collaboration, including problem solving and evaluation
- Practical skills used within the media industry
- Academic subject knowledge on media, culture, ethics and sociology
- Media subject knowledge that can be used as a stepping stone to a career within the media industry
- How the media is multi-disciplinary – Psychology, Politics, Sociology, Anthropology, History etc.

How will this subject help me with my future career?

Studying the different Media industries will highlight possible careers in many different areas including but not limited to:

- Advertising,
- Television production,
- Camera operation,
- Directing television,
- Directing film,
- Script writing,
- Web designer,
- Web management
- Concept developer,
- Location scout,
- Costume designer,
- New media analysis
- Digital technology

Many of the above skills are being developed to allow pupils to excel in further education. Pupils are encouraged to develop their independent research skills and gain a love for learning in a subject that is rapidly changing and evolving.