

# Subject: Media Studies

## Level: AS Level and A Level



### Course Outline (Exam Board: OCR)

The course covers all aspects of Media over the two years. There are 6 units of which 2 require students to produce their own media artefact eg Film opening, advertising campaign etc. They will study the production of audio-visual, print-based and ICT technology and the economic, cultural and sociological contexts in which they are produced.

### What will I learn on this course?

This course will enable you to:

- Develop an interest in the media;
- Enhance your enjoyment of the media;
- Link your knowledge of other subjects eg English, Sociology, Business Studies;
- Equip you with practical skills;
- Prepare you for a career in the media.

### Who would be a successful student of Media Studies?

This course will appeal to students who:

- Take an interest in the way the media is run;
- Enjoy watching films, TV, reading newspapers and magazine;
- Want to understand the underlying concepts that explain how people communicate;
- Can organise their studies methodically and thoroughly;
- Have a flair for designing and creating;
- Want a career in the media.

### Extra Curricular Activities

These include:

- Trips to various media institutions eg The National Film Theatre;
- Visiting speakers from the media;
- Relevant courses, conferences and lectures.

### Career Opportunities

You will find this course useful if you wish to follow a career in the following areas:

- Journalism;
- Television;
- The Internet;
- Film (Production).

### Course Structure

#### AS Level

##### Unit G321

Foundation Portfolio in Media (50% of AS, 25% of A Level mark). In this coursework unit, learners engage with contemporary media technologies, producing two paired media artefacts from a series of briefs. This process involves progression from a pre-production, preliminary exercise to a more fully realised piece. The briefs cover print, video, audio and websites.

##### Unit G322

Key Media Concepts (TV Drama) or G323 – Key Media Concepts (Radio Drama). (50% of AS, 25% of A Level mark). 2 hour exam. Centres choose one of the two units above. These papers cover textual analysis and representation alongside institutions and audiences.

In section A, learners answer questions on an unseen moving image extract (G322) or an unheard audio extract (G323) which is then linked to some aspect of the representation within the sequence.

In section B, common to both papers, they study a specific media industry from a choice of film, music, newspapers, radio, magazines or video games.

Those students who wish only to study AS Media Studies will finish the course after these initial 2 modules.

#### A Level

##### Unit G324

Advanced Portfolio in Media (25% of A level mark). In this coursework unit, learners engage with contemporary media technologies to produce a media portfolio through a combination of two or more media. Then they present their research, planning and evaluation in two or more forms including PowerPoint, blog and podcast.

##### Unit G325

Critical Perspectives in Media (25% of A level mark). 2 hour exam. This paper covers theoretical evaluation of production alongside a study of contemporary media issues.