

Programmes of Study

Media Studies

Why choose Media Studies?

This contemporary, accessible and creative course has been designed with teachers and learners in mind following extensive consultations. This specification will allow learners to study the media in an academic context and apply the knowledge and understanding gained to the process of creating their own media productions.

OCR's A Level in Media Studies is designed to widen the intellectual horizons of the learner through the analysis of both global and historical media. This specification will foster the development of critical and reflective thinking to encourage engagement in the critical debates surrounding contemporary media.

The approach that we have taken in this specification will allow teachers and learners to engage confidently with critical and theoretical approaches from the perspectives of both analytical consumers and producers of media products.

It is our strong desire that OCR's A Level in Media Studies should inspire learners and develop an aspiration within them to continue learning beyond the confines of the classroom as well as developing personal and interpersonal skills that will serve them well both in Higher Education and in the workplace.

What work is involved?

You will study a wide range of different media which include Advertising and Marketing, Newspapers, Film Industry, Radio, Video Games, TV, Print and Online

Magazines and On-line media. A level Media Studies centres around applying an analytical framework (media language, audience, representation and context) which you learn through discussion, analysis and debating. You will develop a range of technical skills required for both constructing and deconstructing media products.

GCSE Media Studies

At GCSE, students will develop and apply their understanding of the media through both analysing and producing media products in relation to the four elements of the framework: media language, media representations, media industries and media audiences.

The course covers four broad areas of media over two exams:

- Television
- Advertising
- Music
- News

30% of the course is creating your own media based on a specific brief such as create a newspaper issue

A Level Media Studies

At A Level, students will study the media in an academic context and apply the knowledge and understanding gained to the process of creating their own media productions. Students will engage confidently with critical and theoretical approaches from the perspectives of both analytical consumers and producers of media products.

The course is split into 70% exam and 30% coursework. Students will study nine forms of media whilst preparing for two exams, as well as creating a cross-media product in response to a set brief. Areas of study include:

- Differences between news media
- Analysis of music videos using Media Language
- Analysing effectiveness of advertising
- Exploring the radio, animation and video game industries
- In depth studies of two television dramas – one English language and one European

MEDIA STUDIES

	Year 10	Year 11	Year 12	Year 13
Autumn 1	<p>Introduction</p> <p>Topics: Key terms, learning media language</p>	<p>Magazines</p> <p>Topics: Language, representation, industries, audiences</p>	<p>Form: Media Language (intro)</p> <p>Theoretical framework Key concepts</p>	<p>Media Messages:</p> <p>Advertising/magazines / Music Videos</p>
Autumn 2	<p>Television</p> <p>Topics: Analysing mise-en-scene</p>	<p>Music Videos</p> <p>Topics: Audience, language, representation</p>	<p>Media Messages:</p> <p>Advertising / magazines / Music Videos</p>	<p>Media Messages: Newspapers</p>
Spring 1	<p>Television</p> <p>Topic: Understanding TV news bias and deeper meaning</p>	<p>Newspapers and online news:</p> <p>Values and beliefs, representation, historical context</p>	<p>Media Messages:</p> <p>Advertising / magazines / Music Videos</p>	<p>Media Messages: Newspapers</p>
Spring 2	<p>Magazines</p> <p>Topics: Advertising - effectiveness and demographics</p>	<p>Newspapers and online news:</p> <p>Values and beliefs, representation, historical context</p>	<p>Media Messages:</p> <p>Newspapers</p>	<p>Evolving Media:</p> <p>Long Form TV Drama</p>
Summer 1	<p>Magazines</p> <p>Topics: Creating your own</p>	<p>Exam revision / preparation</p>	<p>NEA</p>	<p>Exam revision / preparation</p>
Summer 2	<p>Exam revision of Year 1</p>	<p>Exam revision / preparation</p>	<p>NEA</p>	<p>Exam revision / preparation</p>