Southend High School for Girls
Sixth FORM

Course outline

Head of Key Stage 5:
Ms V Casson

Minimum entry requirements:
Grade 6 in GCSE English Language or English Literature

Media Studies

What will you study in Year 12?

Media Messages (35% exam)

In Section A we explore how the media communicates with audiences. The main focus is on the UK news industry both in print and online. We cover political and social context to help us understand the messages and representation that is conveyed through language choices.

In Section B we look at how social culture and representation is reflected through detailed case studies in advertising, magazines and music videos.

What will you study in Year 13?

Evolving Media (35% exam)

The main focus in Section A of this unit is on Long Form TV Drama. We compare the social, cultural and economic contexts behind the television industry and how it is evolving to keep up with changes in technology and audience behaviour. For example we look at the impact of video on demand on traditional television channels. We compare Stranger Things with Deutschland 83 and examine the themes and conventions in the context of when they are set and how they are produced.

Section B Involves three more detailed case studies on Radio, The Radio 1 breakfast show, Video Games-Animal Crossing and Film, comparing Snow White with Shang Chi. These case studies are based around the institutions that create and regulate these media forms and how the audiences consume them.

NEA (30% coursework)

You will choose from a variety of briefs including music video, online media or magazines or a radio show. You research and plan your project in the summer term of Year 12. Capture your footage over the summer break and edit in the first half term to submit for October of Year 13.

How will you be assessed during the course?

You will be assessed via a variety of short research tasks, essay responses and practical activities.

For example in the study of **Long Form Drama** you will present your research on a particular show, write an essay on the representation of social groups in one episode and in a group, plan, film and edit a recreation of a one minute extract.

For news you research a news story and produce a mock up of a front page using Photoshop and Indesign.

Paper breakdown

Media Messages 70 marks 2 hour written paper 35% Evolving Media 70 marks 2 hour written paper 35%.

Making Media 60 marks NEA (coursework) 30%.

Where could this course lead?

The examination board has liaised with subject associations, higher education and employers to focus on contemporary media to ensure that the course presents valued practical skills embedded within an academic framework. SHSG students have gone on to study a plethora of subjects not solely practical or theoretical media and film based degrees. A significant number have chosen courses in journalism, marketing and advertising, Business Studies, fashion marketing, Music Industry management, English Language and Literature, Geography, History and Biology. A good Media Studies A level will prepare you for most Higher Education courses. Some students have chosen more vocational paths and have embarked on apprenticeships in digital marketing, fashion marketing and television production.

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Further information

https://www.ocr.org.uk/qualifications/as-and-a-level/media-studies-h009-h409-from-2023/

This contemporary, accessible and creative course 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. It fosters the development of critical and reflective thinking to encourage engagement in the critical debates surrounding contemporary media.

Extra curricular activities that are available

Media Captains, BBC School News Report, Film Club. Media Captains play a key role in photographing and filming school events. They are often the first port of call for outside agencies who wish to engage with our students such as Radio 1, Metal, Village Green, the Royal Opera House and ROH Bridge.

Super curricular activities

Students are encouraged to engage with the supercurricular Teams site where current competitions and opportunities are promoted. Each year several students take up the opportunity to participate in the BFI Film school workshops. In addition Students are encouraged to enter the highly prestigious national production competition run by the Media Magazine and the British Film Institute. We have had finalists win awards every year for the last seven years.

Trips that are offered

We regularly offer trips to study days at the British Film Institute in London.

Extension and support that is offered

We have excellent facilities with which we are able to support our students and our results are consistently above national levels and school averages for value added. We have digital SLRs and professional standard kit that students are encouraged to borrow to create high standard practical work. We have the support of an expert media technician who can provide Adobe Creative Suite expertise and help in setting up photography shoots making effective use of our industry kit.

We maintain strong links with ex-students who regularly come in to give talks and advise current students on their practical work. We encourage students to undertake work experience and many have taken up opportunities we have brokered between ex-students and our links in the community with organisations such as Metal, BBC, Periscope, White Bus films, Channel 5 and Barclays Digital Media department.

Course Entrance Criteria

Students do not need to have studied GCSE Media Studies.

Students need at least a grade 6 in English Language and/or English Literature.