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Striving for
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Welcome to the Media Studies Department



Staff:

- Miss Parsons, Subject Leader



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Our Key Stage 5 Curriculum



"I love having the freedom to express my passion for film and directing within the coursework production unit"
Year 13 Student

At A Level students have the opportunity to study towards qualifications with Eduqas.

Students study a range of media set products which are assessed across 2 exam papers; as explained in this short [loom video](#) and outlined in the following slides.

You will also produce a coursework portfolio consisting of both print and interactive media content, the briefs for this change each year.



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COMPONENT 1 (EXAM): 2 Hours 15 Mins - 35% OF TOTAL GRADE (90 Marks)

MEDIA FORMS	SECTION A (45 Marks)			SECTION B (45 Marks)							
	MEDIA LANGUAGE	REPRESENTATION	MEDIA CONTEXTS	MEDIA INDUSTRIES	AUDIENCES	MEDIA CONTEXTS					
	Will assess <u>two</u> of the media forms studied in this section. You will also be required to analyse <u>unseen media products</u> .			You may be asked about <u>any</u> of the forms you have studied for this section as listed below.							
	2 Questions:	One question will focus on <u>Media Language</u> : You will be required to analyse an unseen audio—visual or print source for Section A, for example Newspapers. You will use what you have learned from analysing the set products and the extended examples in class to enable you to analyse the unseen product.		One question will be a stepped (a, b, c, etc.) question that will assess your knowledge and understanding of <u>Media Industries</u> in relation to one of the forms and set products you have studied.							
		One question will assess <u>Representation</u> : You will be required to compare one of your set products with an unseen audio—visual or print resource from any of the forms you have studied for Section A. In this question you will be expected to be able to refer to <u>Media Contexts</u> and to produce an extended response.									
Advertising & Marketing			Tide (1950's Advert)			Kiss of the Vampire Movie Poster (1963)			WaterAid Audio—Visual Advertisement (2016)		
Newspapers			Daily Mirror (November 10th, 2016)			The Times (November 10th, 2016)					
Music Videos			Formation - Beyonce (2016)			Riptide - Vance Joy (2013)					
Film (Cross Media Study)											
Radio											
Gaming											

SECTION B (45 Marks)		
MEDIA INDUSTRIES	AUDIENCES	MEDIA CONTEXTS
You may be asked about <u>any</u> of the forms you have studied for this section as listed below.		
2 Questions:	One question will be a stepped (a, b, c, etc.) question that will assess your knowledge and understanding of <u>Media Industries</u> in relation to one of the forms and set products you have studied.	
	One question will be a stepped (a, b, c, etc.) question assessing your knowledge and understanding of <u>Audiences</u> . This will be a different media form.	
Tide (1950's Advert) - AUDIENCE & CONTEXT ONLY		WaterAid Audio—Visual Advertisement (2016) - AUDIENCE & CONTEXT ONLY
Daily Mirror - Different to Sec. A (Complete Edition & Website)		The Times - Different to Sec. A (Complete Edition & Website)
Black Panther (2018) - INDUSTRY & CONTEXT ONLY		I, Daniel Blake (2016) - INDUSTRY & CONTEXT ONLY
Late Night Woman's Hour - Home (28th October, 2016)		
Assassin's Creed Franchise		



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COMPONENT 2 (EXAM): 2 Hours 30 Mins - 35% OF TOTAL GRADE (90 Marks)

MEDIA FORMS	MEDIA LANGUAGE		REPRESENTATION		MEDIA INDUSTRIES		AUDIENCES		MEDIA CONTEXTS				
	SECTION A (30 Marks)				SECTION B (30 Marks)				SECTION C (30 Marks)				
	Topic: Crime Drama				Topic: Magazines				Topic: Online Media				
	1 Question (either):		One <u>two part</u> question.		1 Question (either):		One <u>two part</u> question.		1 Question (either):		One <u>two part</u> question.		
			One <u>extended response</u> question.				One <u>extended response</u> question.				One <u>extended response</u> question.		
Television		UK: Life on Mars - Series 1, Episode 1 (2006)		Denmark / Sweden: The Bridge - Season 3, Episode 1 (2015)		Historical / Mainstream: Vogue - Conde Nast (July 1965)		Contemporary / Independent: The Big Issue - Dennis & The Big Issue Ltd (October 2016)		Mainstream: Zoella (www.zoella.co.uk)		Niche: Attitude (www.attitude.co.uk)	
Magazines													
Websites & Blogs													



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COMPONENT 3: - 30% OF TOTAL GRADE (60 Marks)

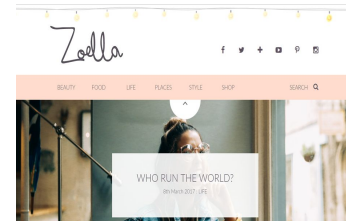
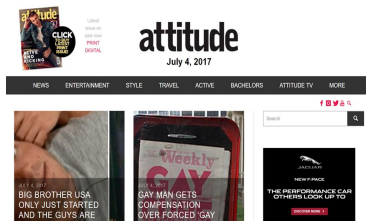
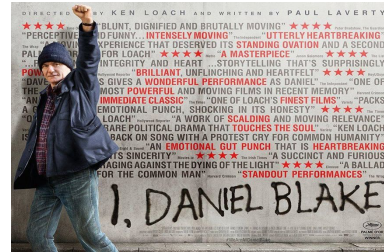
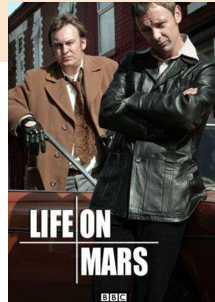
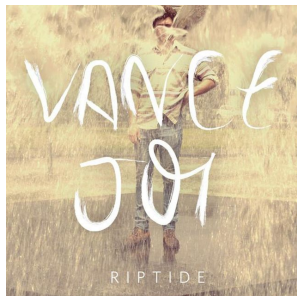
MEDIA FORMS	MEDIA LANGUAGE	REPRESENTATION	MEDIA INDUSTRIES	AUDIENCES	MEDIA CONTEXTS
	<p>A practical creative brief which allows you to demonstrate your skills at creating a media product.</p> <p>Applying your understanding of the key concepts and then by using Adobe creative software to produce a range of cross-media products.</p>				



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Images relating to the
EDUQAS set products we
will study.





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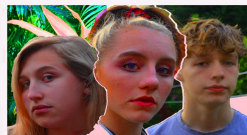
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CLICK X INTERSTATE

CLICK X INTERSTATE

INTERSTATE

1/10



INTERSTATE THE INTERVIEW

The London Born Trio say hello to success they never expected: the british based fashioncompany have dominated the fashion industry and all at 19...



fresh

£6.00

SUMMER 2018

THE NEW LUXURY ISSUE NO.1 PHOTOGRAPH BY CHILL-AN POPE

017834512

FEATURES

MUSIC

FASHION

CULTURE

45 SYNERGY

Who are the two new multi-talented girls taking over the rap game? Exclusive interview.

BY DANIEL DICK
PHOTOGRAPH BY CHILL-AN POPE

57 CLEO YVONNE
From rags to riches, Cleo Yvonne takes R101 on her artistic adventure.

BY JOSE THOMPSON

63 HOTTEST SONG
The results are in.

BY DANIEL DICK
PHOTOGRAPH BY JOEL CARTER

14 SHES BACK
The unexpected, but appreciated, return of Frida, including a surprise...

BY DANIEL DICK
PHOTOGRAPH BY JOEL CARTER

4 TOP 10 UK RAPPERS TAKING OVER

From Stormzy to MIST, here's 2018's top 10.

BY DANIEL DICK

19 WHAT GENRE?
Check out the two DJs who made a mixed genre album!

BY DANIEL DICK

54 KIKI, DO YOU LOVE ME?
Drake drops new album and along with it comes global challenge!

BY DANIEL DICK

66 MENS-WEAR'S M-INDFUL TURN
The spiritual awakening.

BY DANIEL DICK

8 BREAK THROUGH STREETWEAR BRANDS

Best of streetwear 2018.

BY DANIEL DICK

29 OFF WHITE'S FRESH NEW COLLECTION
Featuring their new collaboration with Nike

BY DANIEL DICK

33 YE!
Ye drops new shoe, is ugly fashion?

BY DANIEL DICK

71 PHOTOGRAPHERS SPEAKING FOR YOUTH
The visual truth.

BY DANIEL DICK

17 #YOUMATTER
The new campaign bringing light to mental health.

BY DANIEL DICK

11 THE PERCEPTION OF BEAUTY
How to break the stigma.

BY DANIEL DICK

MEET THE GIRLS OF TODAY

BY DANIEL DICK

BY DANIEL DICK

BY DANIEL DICK

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BY DANIEL DICK



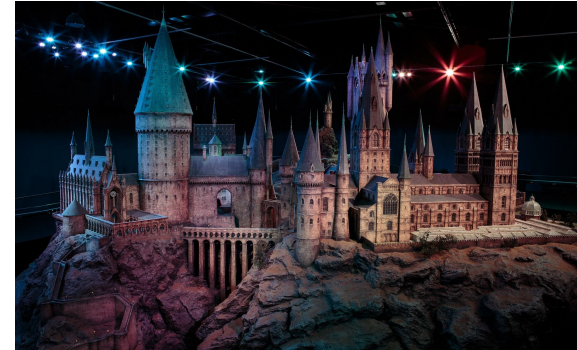
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Our Co-curricular Offer

Students are invited to participate in extra-curricular activities including Photoshop & In-Design creative skills building workshops.

We are planning to organise a trip to this year's London Film Festival to include a film screening, workshop & Q&A event.





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Frequently Asked Questions

What is Media Studies? *In Media Studies, we investigate and analyse the types of media that we all use every day. The media plays a big part in our everyday lives, which gives you a bit of a head start; you probably know a lot about the media already. We study TV, film, magazines, advertising, radio, social media and so much more in Media Studies.*

How will I know if I will like it if I haven't studied it before? *The A Level in Media Studies is an engaging and rewarding course for students who are willing to think critically and analytically about things that most people will see as leisurely activities (such as watching films and TV shows or logging into their social media accounts). It is important for students to understand that Media Studies requires organisation, passion and discipline. Those who connect personally with the subject outside of lessons, will be the most rewarded.*



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Frequently Asked Questions

How are students assessed in Media? At A Level, students are assessed following each individual unit which usually falls at the end of each half term, using past exam papers and practice questions alongside the exam board mark schemes. We also have a practical unit (coursework) worth 30% of the final A Level grade.

Is it worthwhile studying Media? 5 Reasons why studying media is beneficial for students and young people:

- It is a truly contemporary subject which is relevant to all aspects of our lives
- It improves literacy skills and pupils' abilities in other subjects.
- It is a genuinely vocational subject - making your own media products while developing your creativity with digital creative software
- Pupils learn to apply theory, exploring the complexities of representation and learning to think critically.
- Media Studies develops skills employers are looking for (creativity & critical thinking).



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**We look forward to meeting you in
September 2022!**