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Welcome to the Media Studies Department



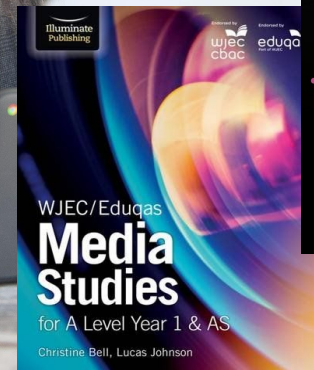
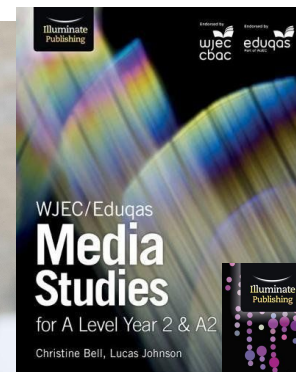
Staff:

- Miss L Parsons, Subject Leader
- Ms M Ogunlabi
- Mr D West



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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.



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 two of the media forms studied in this section. You will also be required to analyse unseen media products .			You may be asked about any of the forms you have studied for this section as listed below.		
2 Questions:	<p>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.</p>			<p>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.</p>		
	<p>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.</p>			<p>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.</p>		
Advertising & Marketing	Tide (1950's Advert)	Kiss of the Vampire Movie Poster (1963)	Super.humans (2020 advert)	Tide (1950's Advert) - AUDIENCE & CONTEXT ONLY		Super.humans (2020) Audience and context only
Newspapers	Daily Mirror (1 February 2022)		The Times (1 February 2022)	Daily Mirror - Different to Sec. A (Complete Edition & Website)		The Times - Different to Sec. A (Complete Edition & Website)
Music Videos	Formation - Beyonce (2016)		Riptide - Vance Joy (2013)			
Film (Cross Media Study)				Black Panther (2018) - INDUSTRY & CONTEXT ONLY		I, Daniel Blake (2016) - INDUSTRY & CONTEXT ONLY
Radio	Late Night Woman's Hour - Home (28th October, 2016)					
Gaming	Assassin's Creed Franchise					



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. One <u>extended response</u> question.	1 Question (either): One <u>two part</u> question. One <u>extended response</u> question.	1 Question (either): One <u>two part</u> question. One <u>extended response</u> question.		
Television	UK: Peaky Blinders Series 1, Episode 1, (2013)	Denmark / Sweden: The Bridge - Season 3, Episode 1 (2015)			
Magazines			Historical / Mainstream: Vogue - Conde Nast (July 1965)	Contemporary / Independent: The Big Issue - Dennis & The Big Issue Ltd (October 2016)	
Websites & Blogs					Mainstream: Zoella (www.zoella.co.uk) Niche: Attitude (www.attitude.co.uk)



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

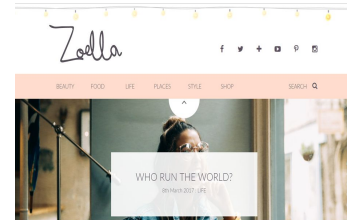
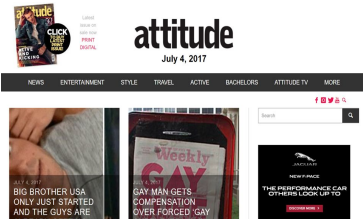
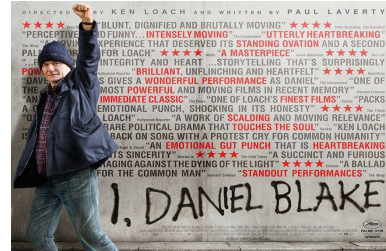
	MEDIA LANGUAGE	REPRESENTATION	MEDIA INDUSTRIES	AUDIENCES	MEDIA CONTEXTS
MEDIA FORMS	<p>A practical creative brief which allows you to demonstrate your skills at creating a media product.</p> <p>Applying your understanding of the key concepts and then by using Adobe creative software to produce a range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



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Images relating to the EDUQAS set products we will study.





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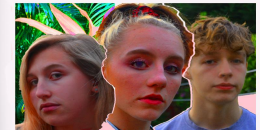
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CLICK X INTERSTATE



CLICK X INTERSTATE

The London Born Trio say hello to success they never expected, the British based fashion company have dominated the fashion industry and all at 19.



INTESTATE THE INTERVIEW

The group were in, take a look at the London based company when they weren't from the streets, a complete contrast to how we thought they were. They are now a household name, and their success is a testament to their hard work and dedication. The interview covers their journey from a small group of friends to a global fashion brand. It's a story of ambition, resilience, and the power of social media. You'll want to read this if you're into fashion, music, or just want to know how three 19-year-olds managed to dominate the industry.



FEATURES MUSIC FASHION CULTURE

- 45 SYNERGY**
Who are the two new multi-talented girls taking over the rap game? Exclusive interview.
BY DAN KERR PHOTOGRAPHY BY CHIT
- 57 CLEO YVONNE**
From rags to riches, Cleo Yvonne takes RIT on her artistic adventure.
BY DAN KERR
- 63 HOTTEST SONG**
The results are in.
BY DAN KERR
- 14 SHES BACK**
The unexpected, but appreciated, return of Frida, including a surprise...
BY FOST CHRIS PHOTOGRAPHY BY JOEL CARTER
- 4 TOP 10 UK RAPPERS TAKING OVER**
From Stormzy to MIST, here's 2018's top 10.
BY DANIEL OOK
- 19 WHAT GENRE?**
Check out the two DJ's who made a mixed genre album with Mike.
BY TIVA LONGBART
- 54 KIKI, DO YOU LOVE ME?**
Drake drops new album and along with it comes global challenge!
BY KATELIN COOPER
- 8 BREAK THROUGH STREETWEAR BRANDS**
Best of streetwear 2018.
BY DANIEL KERR
- 29 OFF WHITE'S FRESH NEW COLLECTION**
Featuring their new collaboration with Mike.
BY TIVA LONGBART
- 54 KIKI, DO YOU LOVE ME?**
Drake drops new shoe, is ugly fashion? BY VANESSA MOORE
- 66 MENS-WEAR'S M-INDFUL TURN**
The spiritual awakening.
BY DAN OILES
- 71 PHOTOGRAPHERS SPEAKING FOR YOUTH**
The visual truth.
BY DAN WILSON
- 17 #YOUMATTER**
The new campaign bringing light to mental health.
BY CAULIE STRINGS
- 11 THE PERCEPTION OF BEAUTY**
How to break the stigma.
BY CHRISTOPHER BOGOS
- MEET THE GIRLS OF TODAY!**
A 270



CONTENTS



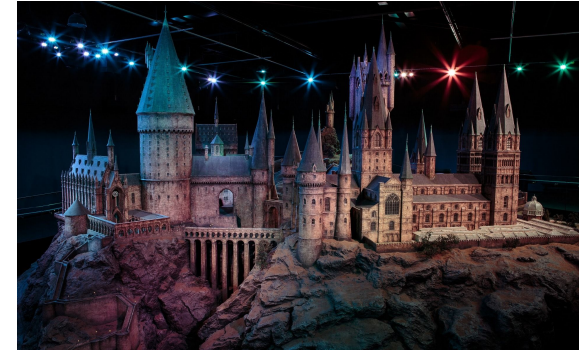
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Our Co-curricular Offer

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.**



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 2024!**