

Is Media Studies About To Go VIRAL??



The Media is constantly evolving, the subject moves with the times; below are some of the discussions we are currently having!

HOW GENDER
IS
REPRESENTED

FAKE NEWS + ITS
EFFECTS

SOCIAL
MEDIA AS A
TOOL FOR
GOOD!

IS SQUID GAME
INFLUENCING
CHILDREN?

DATA SHARING-
WHAT HAPPENS
WHEN YOU
PRESS 'LIKE'

THE FUTURE OF
THE BBC

We live in a media saturated society-studying it allows you to be objective about the world you live in or may choose to work in.

Social Media –outlet to reach the minds of people. Online petitions, campaigns, community and marketing.

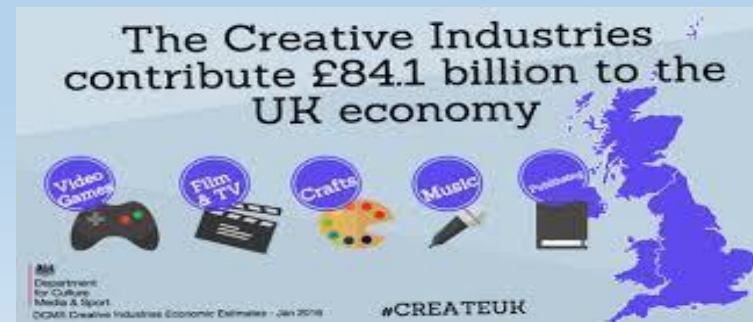
The Creative Industries are a multi million pound business and contributes £84.1 billion to GDP. Jobs include: TV, Film, Journalism, Illustration...new jobs are being created all the time.

The rise in Citizen Journalism: People witnessing events, filming them and posting online.

Media technology = education, different working practices, watching film and programmes at your leisure....

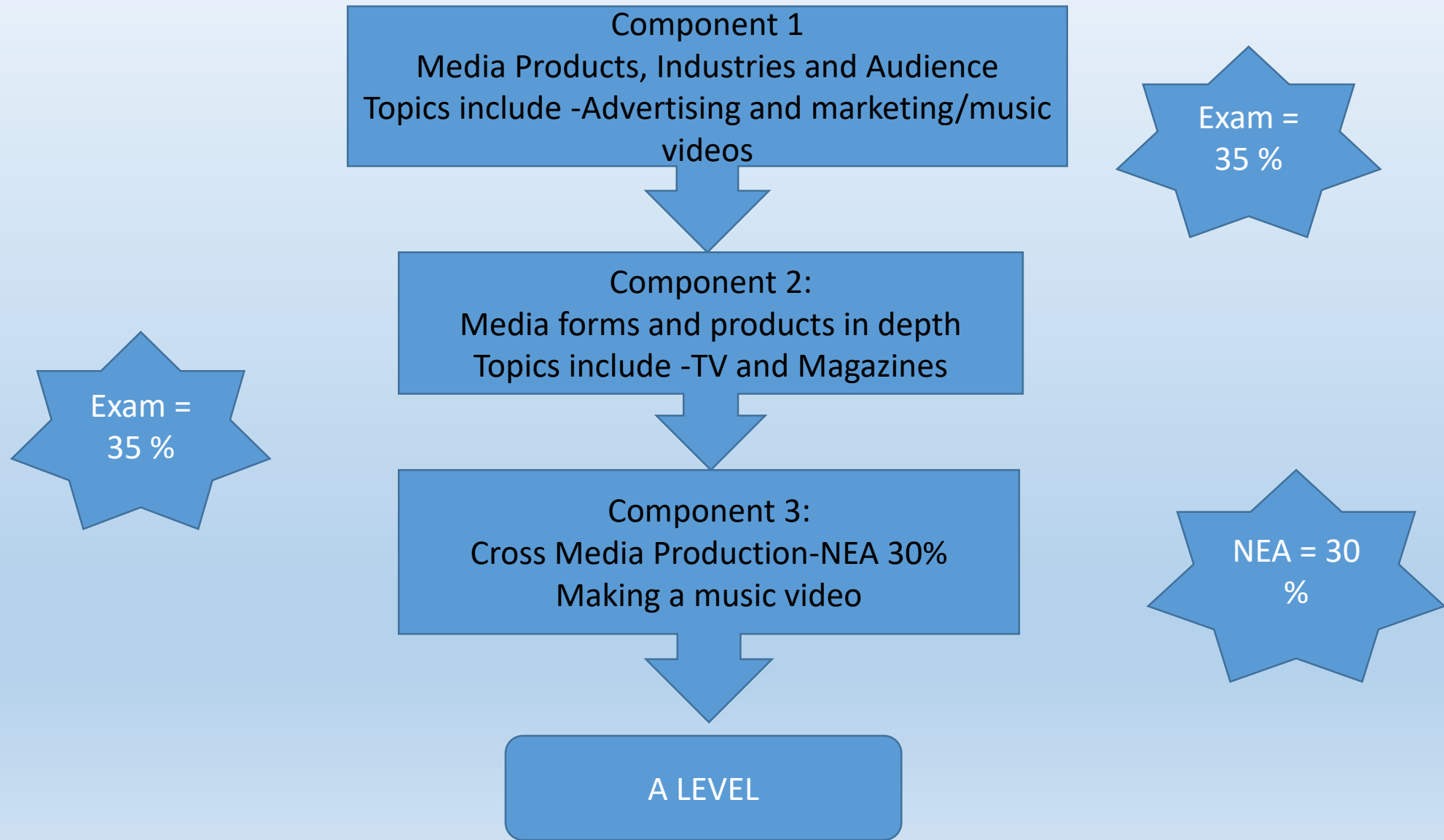
Why study media?

- Media Studies is one of the most relevant subjects for the current world! On average people in the UK spend up to 490 minutes per day consuming different media.
- Helps us study and begin to understand our digital world.
- Like Literature, Media is a major source of modern culture and entertainment.
- Some of the jobs that can be found in the media include; film and TV production, graphic design, advertising and marketing, journalism, digital executive, games design....



The Media Studies A Level

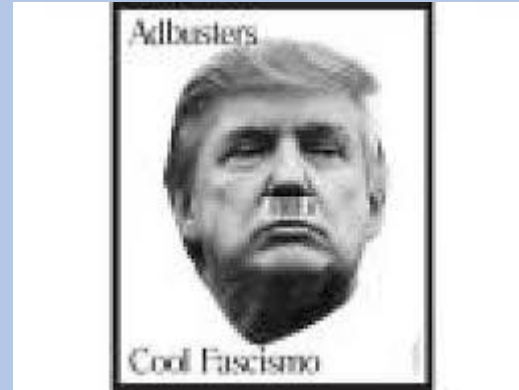
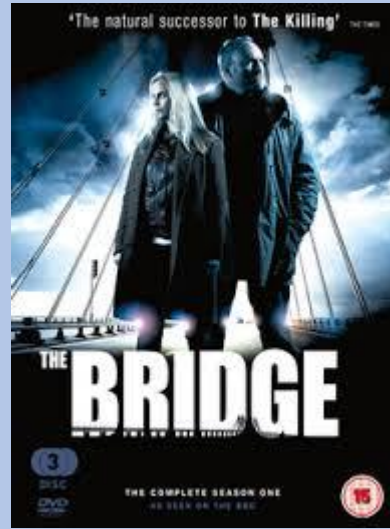
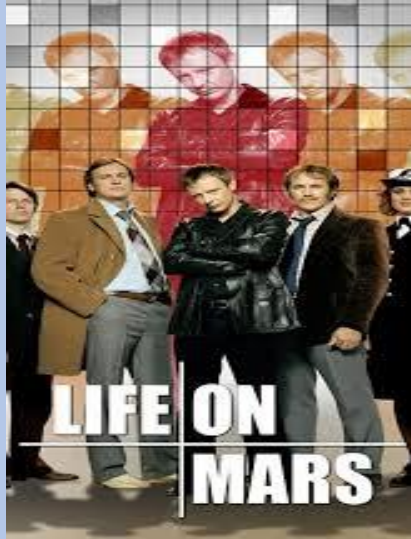
Split into 3 parts



Case Studies Component 1



Component 2-case studies (in depth)



Coursework=Up to 16 weeks spent on the following projects.

- Creation of two forms in response to a choice of briefs set out by Eduqas.
- A cross-media production for a new artist or band in a genre (or sub-genre/hybrid) of your choice.
 - *‘Create an original music video and associated print or online material to promote the same artist of band.’*
 - *An original music video*
- A new, functioning website to include a working homepage and one linked page to promote the same new artist or band or a front cover and double page spread feature article for a new independent music magazine to promote your artist or band.

Some examples of student practical work



Further details

Like English Literature and Language, you need to be able to analyse different texts, only the texts in media are examples of things like: adverts; music videos; the film industry; news reports. At times you will need to write essays, although the tasks vary in length.

School leavers went to study: Film, Drama, English Literature, Media and Communications, Biology and the Foundation course at AUB.

You need a minimum of Level 5 in GCSE English Literature or Language.

The exam board we follow is EDUQAS:

https://www.eduqas.co.uk/qualifications/media-studies-as-a-level/#tab_overview

Check out this Youtube clip about our digital world...

- https://www.youtube.com/watch?v=6k_G_h41ZaQ

Media Studies helps us understand the world we have, do and will live in!