

Media Studies



HIVE Sixth Form Countesthorpe Academy



Inspiration
Perseverance
Excellence

Media Studies

The subject is taught by passionate, dedicated and experienced Media specialists. To support and develop your understanding, creativity, technical understanding we possess a variety of equipment that is updated and expanded upon each year including a refurbished Apple Mac suite, DSLR cameras and green screen/photography room.

Why study this course?

Students will cultivate their analytical skills and digital literacy all of which are important for any future career and higher education course involving close analysis and/ or creativity. A real asset of the course is the broad range of products we study from binge-worthy TV Drama like Homeland and Deutschland 83 to the examination of the national daily press through the study of modern texts such as The Guardian and The Daily Mail. Students are able to build upon their capacity for independent research, a key skill required for higher education. The subject overlaps with many other subjects such as History, Business, Psychology, Sociology, English, IT and Art. Learning also extends beyond the classroom with many other extra curricular trips, visits and tours available to discover media in action but also to create life long experiences and memories.

Aims of the course

Media Studies aims for students to become independent and critical thinkers whilst exploring a range of contemporary media texts and gaining a deep understanding of the role media plays in day-to-day life, the shaping of societies, its effect on audiences and their behaviour as well as its impact on business. You will develop your own opinions and perspectives through debate using theoretical positions on controversial issues within the media such as consumerism, feminism and racism. You'll develop your independent research and problem-solving skills as well as your creativity and ability to use different technologies during your media production and they'll be plenty of opportunity to complete practical work.

Course outline

Throughout the 2 year course you will work towards completing analytical study of 9 different media forms with a focus on media language representation, media industries and audiences. Some of the forms and set texts you'll study are: The Jungle Book (1967 and 2016), Lucozade, Homeland, Daily Mail, Minecraft and The BBC Radio 1 Breakfast Show.

Each exam is split into two sections and include long and short responses to a range of questions.

Exam 1: Media Messages – Section A: News and online. Section B: Media language and representation (advertising and marketing, music videos and magazines).

Exam 2: Evolving Media – Section A: Media Industries and Audiences (film, video games and radio). Section B: Long-form TV Drama.

NEA (practical coursework): Create a cross-media product for an intended audience in response to their choice of four set briefs. You will be asked to create your own magazine, music video or TV extract with a working website (no coding experience is required).

How am I assessed?

70% over two exams. Each exam will last two hours and be worth 35%. 30% practical coursework production with supporting evidence.

Where does this course lead?

Many of our students have progressed on to a range of University degrees including **Teaching and Education, Film Production, Advertising, Marketing and PR, Game Design and Journalism, Theatre Studies, Fashion, Graphic Design, Radio, IT and Photography.**

Learn more at Countesthorpe.org.uk

Be the best you can be

