

St Francis of Assisi
Catholic College
Sixth Form Open Evening

Media Studies



A Level Examination Results



2022	2021	2020	2019	2018
A*-C 83.3%	A*-C 72.7%	A*-C 83.3%	A*-C 75%	A*-C 81.8%
A*-E 100%	A*-E 100%	A*-E 100%	A*-E 100%	A*-E 100%

Media Studies

“challenges your creativity and imagination”

“Uses a range of technology”

“Practical”

“A range of career pathways”

“Relevant”

“Helps support other Social Sciences”

“You’ll never watch TV/film in the same way!”

“Different to conventional subjects”

“Contemporary”

“How the media impact on our lives”

Why Choose Media Studies

- ▶ Creative and contemporary subject
- ▶ You will evaluate and analyse media products and develop your practical skills



Subject Content



Media Products

Audio-Visual Forms

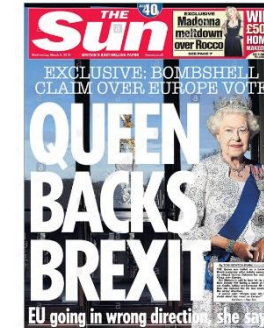
Online Forms

Print Forms

SFA



vevo



Core Content

Media Language

Media Representation

Media Industries

Media Audiences



Media Language

- ▶ Analysis of media products
- ▶ How technology affects media language
- ▶ Consideration of narrative and genre theory



Media Representation

- The way events, issues, social groups and individuals are represented
- The effect of social and cultural contexts
- How and why stereotypes are used



Media Industries

- The process of production and distribution
- Patterns of ownership and control
- The impact of technology on media regulation and control



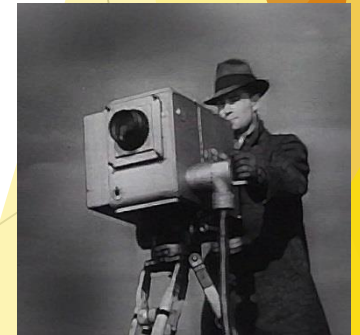
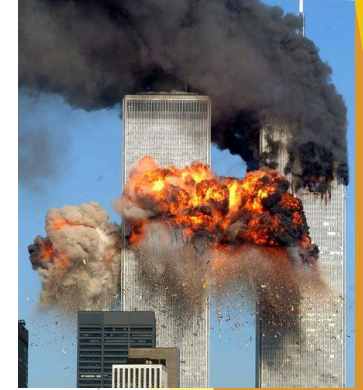
Media Audiences

- How audiences are grouped and categorised
- How media producers target and reach potential audiences
- The relationship audiences have with media industries

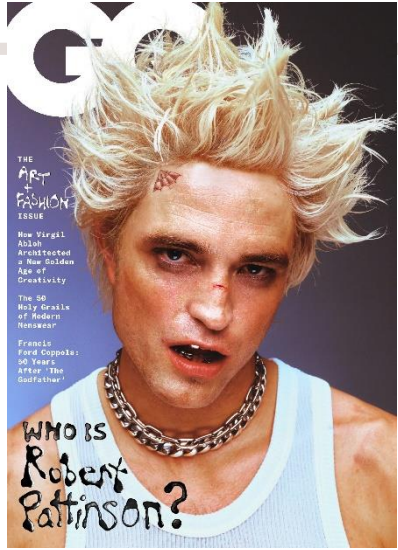


Contexts of the Media

- **S**OCIAL
- **C**ULTURAL
- **H**ISTORICAL
- **E**CONOMIC
- **P**OLITICAL

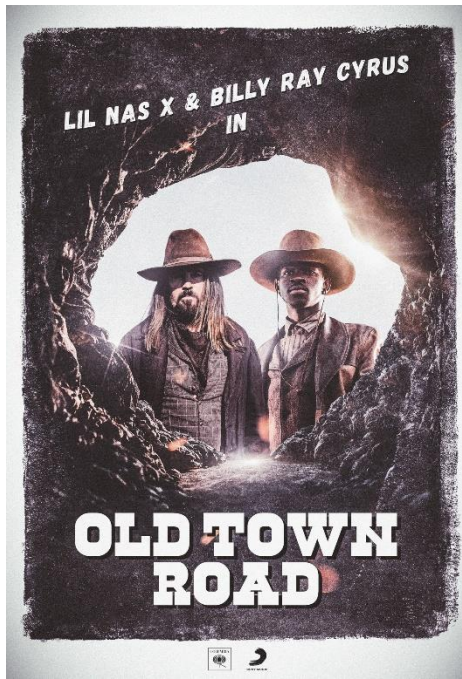


Close Study Products (CSPs)



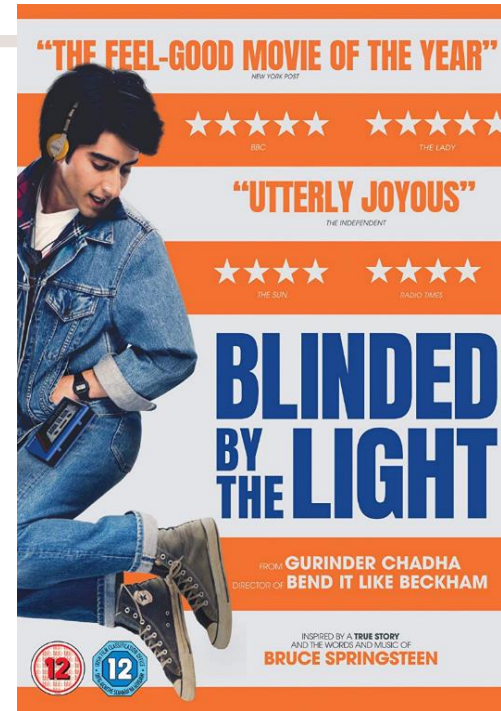
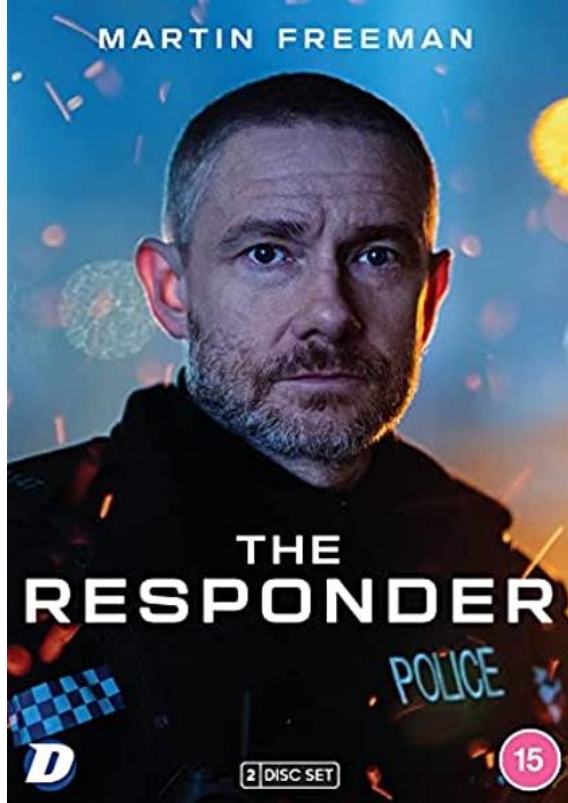
Close Study Products (CSPs)

Daily Mail



The Guardian

Close Study Products (CSPs)



Non-Exam Assessment (NEA)

Statement of Intent

Practical

Television extract

Music video

Radio

Newspaper

Magazine

Online media

Advertising and Marketing



A poster for James Hartwood's 2016 tour. The top half features a photo of James Hartwood with his arms outstretched, wearing a white t-shirt with a 'NOTORIOUS BROOKLYN' logo. The text 'JAMES HARTWOOD 2016' is at the top. Below the photo, it says 'OCTOBER SHOWS SOLD OUT!' followed by a list of venues. The bottom half is black with white text listing arena shows for March 2014, the website 'GIGSANDTOURS.COM', and 'JAMESHARTWOOD.COM'. At the very bottom, it says 'DEEGAN CONCERTS, LIVE NATION & LANDSCAPE MUSIC PRESENTATION BY AGREEMENT WITH CODA'.

JAMES HARTWOOD 2016

OCTOBER SHOWS SOLD OUT!

03 SHEFFIELD 02 ACADEMY	10 CARDIFF UNIVERSITY
04 YORK BARBICAN	11 MANCHESTER 02 APOLLO
06 WOLVERHAMPTON CIVIC HALL	12 SOUTHAMPTON GUILDHALL
07 NEWCASTLE 02 ACADEMY	16 HAMMERSMITH APOLLO
08 EDINBURGH USHER HALL	18 MANCHESTER 02 APOLLO

ARENA SHOWS ADDED DUE TO HIGH DEMAND

MARCH 2014
WEDNESDAY 05
NOTTINGHAM CAPITAL FM ARENA
SATURDAY 08
LIVERPOOL ECHO 2
SUNDAY 09
LONDON THE 02

GIGSANDTOURS.COM * 0844 811 0051

JAMESHARTWOOD.COM

DEEGAN CONCERTS, LIVE NATION & LANDSCAPE MUSIC PRESENTATION BY AGREEMENT WITH CODA



OK!

**EXCLUSIVE
INTERVIEW WITH
GREENFIELDS
STAR**

**EXCLUSIVE
INTERVIEW &
PICTURES AT THE
FILMING OF HER
NEW SINGLE**

OLIVIA BENTON
AND HER FATHER WITH HOW MUCH HE HAS SUPPORTED HER IN THE ROLE
'HE'S ALWAYS BEEN THERE FOR ME'

'I NEVER THOUGHT MY FANS WOULD BE SO ENCOURAGING- IT'S AMAZING TO HEAR'



**ALSO: HAS SHE
MADE HER EX
ENVOIOUS**

ASHLEY GIVES AN INSIGHT TO HER NEW FILM

**EXCLUSIVE
INTERVIEW
& PICTURES**

**'I LOVED THE FILMING,
EVEN WHEN IT DIDN'T GO
TO PLAN**

NATASHA REVEALS HER TRUE SEXUALITY

'I'VE ALWAYS WANTED TO TELL PEOPLE, NOW ITS TIME TO BE TRUE TO MYSELF'



Export £2.60/€6.00
Esp/ Por €1.80 •
Italy €4.80 • Aus
\$7.50 inc GST • U
\$5.99 • CND \$7.9
ROI €2.90 • NL
€4.75 • FR €3.80
Aus €6.10 • Malta
€4.75 • Gre €5.40

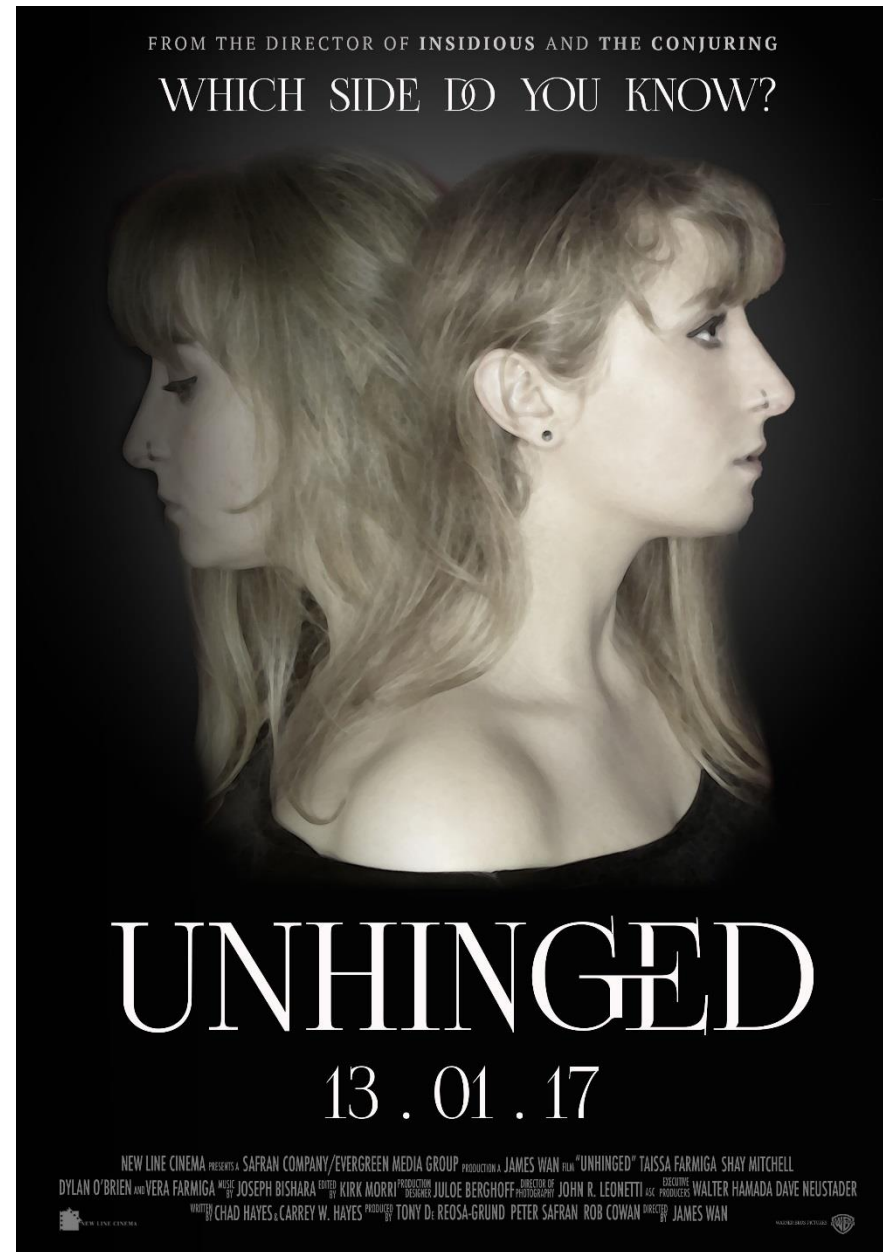




HUNT
OR BE
HUNTED

EXCLUSIVE BEHIND THE SCENES ACCESS

HOW MIKE FLANAGAN
DRAGGED ANNA ROSSEY AND
KANE FRASER THROUGH
ABSOLUTE TORTURE
IN **THE HUNT** WORDS JADE EDWARDS



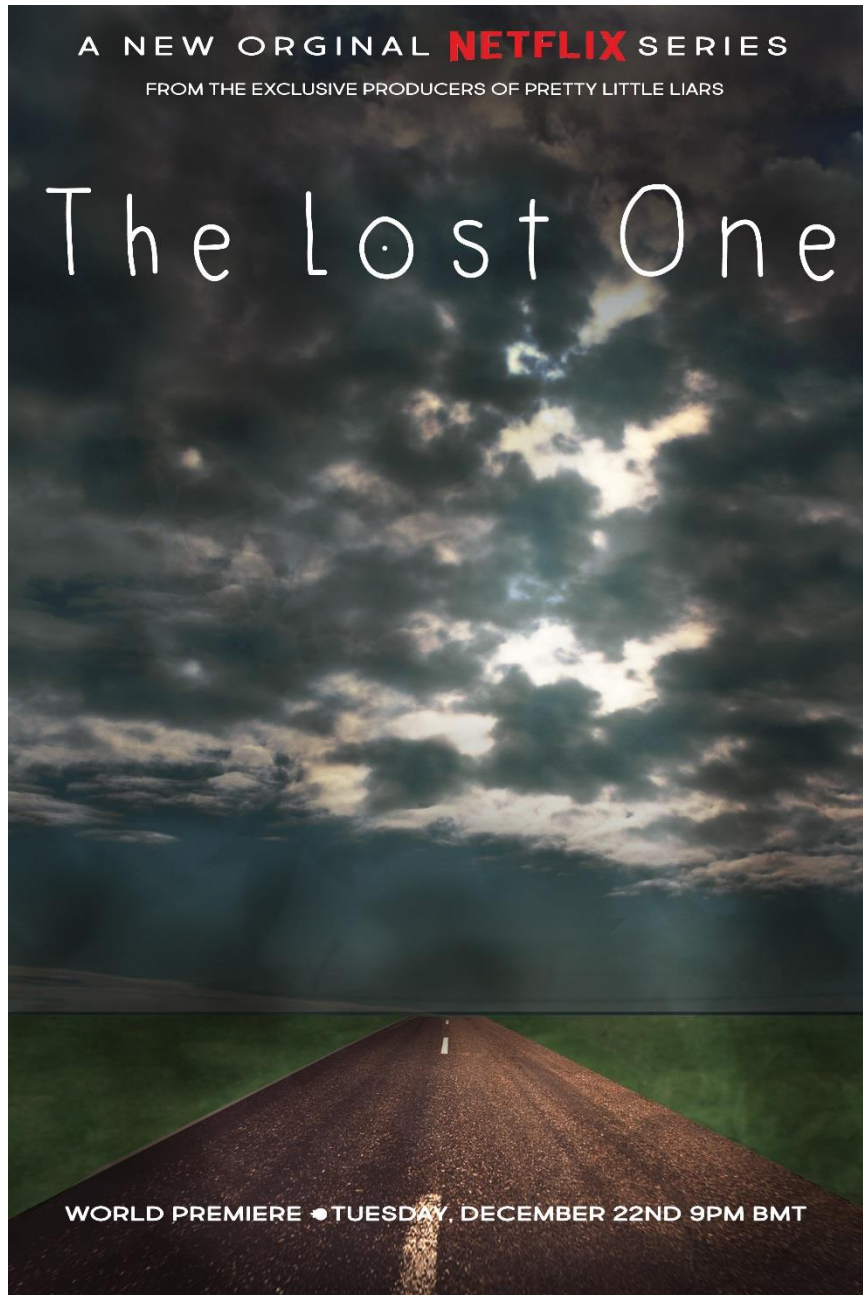
FROM THE DIRECTOR OF INSIDIOUS AND THE CONJURING
WHICH SIDE DO YOU KNOW?

UNHINGED

13 . 01 . 17

NEW LINE CINEMA PRESENTS A SAFRAN COMPANY/EVERGREEN MEDIA GROUP PRODUCTION A JAMES WAN FILM "UNHINGED" TAISSA FARMIGA SHAY MITCHELL
DYLAN O'BRIEN AND VERA FARMIGA MUSIC BY JOSEPH BISHARA EDITOR KIRK MORRI PRODUCTION DESIGNER JULOE BERGHOF DIRECTOR OF PHOTOGRAPHY JOHN R. LEONETTI EXECUTIVE PRODUCERS WALTER HAMADA DAVE NEUSTADER
WRITTEN BY CHAD HAYES & CARREY W. HAYES PRODUCED BY TONY D. REOSA-GRUND PETER SAFRAN ROB COWAN DIRECTED BY JAMES WAN





HEALTHY  MAKES A HEALTHY MIND

women's fitness

**YOUR
DREAM
BODY
IN 5 WEEKS**

PLUS:

12

Moves to
live longer
Healthy food,
for a healthy
mind

**CYCLE
LIKE A
REBEL**

✓ Fitter
✓ Faster
✓ Further

5 **Tone your
body!**
poses you need to try

**Boost your
body intake**





When you have an OPPORTUNITY TO SPEAK, what NEXT? “NOW YOU USE IT”

Athena Marie and Valentine Romanov are the industry's newest favourite sisters, known for their professionalism as they are for their extraordinary drive but as Vogue discovers, the sister's wicked sense of humour sits alongside their desire to change the world of the fashion industry.

Photographs by Claire Angelie C. Bacallan. Styled by Angie Li

the moment you hear the word 'fashion model', there are a few stereotypical images that must come to mind. A tall, skinny young woman, with society's expectations of beauty. You see an unsmiling face; a body clad in designer wear, posing for those who flash their cameras whilst strutting down the runway ramp, attempting to keep a straight face throughout the journey. Well, it seems as though this image is not always the case. Walking down the surprising isolated streets of East London on a cold, windy day, and wearing three-inch heels wasn't the idealistic way in which we could've got to know each other. Nevertheless, they seemed to be somewhat used to it all, whilst I was there shivering as the wind blew past us. Luckily, there was a small café located at the end of Cullum Street, where we found warmth and a freshly brewed coffee. Within this space of time, we seemed to have bonded quite a bit, talking about a variety of topics – mostly regarding their journey into the limelight. I had discovered that the 18-year-old, Athena Marie, and the 20-year-old, Valentine, had both

the modelling industry after being scouted together at the age of 16 and 18. Despite this, they both had completely different experiences within the modelling industry – one having the time of her life, and the other constantly being criticized for her physique. The sisters had stated that they strongly believe that people outside of the fashion industry have an extremely warped perception of what modelling actually involves. Under the layers of gloss that creates a mystical utopia where models are constantly glamorous, have high paying shoots, free clothes and amazing parties, it's unfortunately not the life that all models, and even female celebrities, live. The ideology washes straight over all the five a.m. calls, the lack of personal space and the ten-hour days of look books, changing through hundreds of outside in shoes two sizes too small. The thought of doing so makes me feel tired just hearing that, I tell them.

"We've had many young people, especially girls, message us on our social media, asking about the standards of the fashion and modelling industry. They always seem to have a typical mind-set – when they see the models in the adverts society exposes us to on a daily basis, they believe that they need to be exactly like them," Valentine tells us. The hardest part of her modelling career was having to deal with rejection. She had to learn that you can't take things too personally within this world of work, and that > 122

"The journey to get where we are now was pretty difficult. There were many obstacles that we had to overcome."

Left: Athena Marie. Black and white one-piece jumpsuit, £465. Chanel. Black oversized overcoat, £1964. Alexander McQueen. *Right:* Valentine. Black and white stripe culottes, £654. White bralette, £346. Both Dior. Black oversized overcoat, £1548. Alexander McQueen.



Suit by Paul Smith,
£515. paulsmith.com.
Tie by Ted Baker,
£44. tedbaker.co.uk.
Shirt by Hugo Boss,
£164. hugoboss.com.

Production
Robyn Lily
Fashion assistant
Jasmine Hyde
Grooming
George Roberts
Tailor
Emma Hall

RYAN BROWN

The **Ryan
Brown**
interview

'I've been
living in
London
all my life.
Nowhere else
in the world
is like it'

JAMES HARTWOOD

Ahead of his
collaboration with
Fred Perry, James
Hartwood talks to
GQ about his
thoughts on
celebrity culture,
the music
industry and
why fashion is
becoming more
important to
him...

DECEMBER 2015 214



A Level Assessment

Media One

Section A

Questions in this section will test the following forms:

- advertising and marketing
- music video

Section B

Questions in this section can test any two of the following forms:

- radio
- newspapers
- film (industries only)
- Written exam: 2 hours
- 35% of A-level

Questions

- A range of questions relating to an unseen source and Close Study Products.
- Two essay questions (20 marks), one of which is an extended response question.



A Level Assessment

Media Two

Questions will focus on the in-depth media forms of television, magazines and online, social and participatory media/video games

- Written exam: 2 hours
- 35% of A-level

Questions

- One medium length unseen analysis question.
- Three essay questions (25 marks), one of which is an extended response question and one of which is a synoptic question.



A Level Assessment

Non-exam assessment: Creating a cross-media production

- Application of knowledge and understanding of the theoretical framework.
- Ability to create media products.

How it's assessed

- A choice of one of six briefs
- 30% of A-level

Tasks Students produce:

- a statement of intent
- a cross-media production made for an intended audience.



Course outline

- ▶ 6 lessons per week
- ▶ Some lessons are likely to be double periods



Expectations

Pupil:

- ▶ Classwork and independent study are to be completed to a high standard and handed in on the agreed date.
- ▶ All pupils must make a conscious effort to contribute to class discussion.
- ▶ You need to spend 4 hours per week undertaking independent study. A large percentage of this will be reading media theory.



Entry Requirements



A very different approach from GCSE – more independent research and more time given for independent study. The responsibility lies with you.

You will need a grade 4 in English if you are to cope with the demands of the written tasks

If you have taken the subject at GCSE you will need a grade 5 to continue your media learning at A Level

University Opportunities

- ▶ Students that study Media Studies at A Level very often go on to study at university, where they pursue their passion for Media Studies.
- ▶ Some students choose to focus their degree on an aspect of media they find interesting, these include: production, advertising, design, communications, visual communication, journalism, television and film.
- ▶ Students have also linked Media Studies with English for a combined degree.
- ▶ Popular university destinations for our students:



University of
Reading



Web Design

Public Relations

Journalism

Digital media

Film

Fashion

Games

Advertising

Animation

Radio

Publishing

TV Production

Marketing

Media
Careers



Contact Detail

- ▶ Mrs Derrer (Head of Social Sciences and Lead Teacher for Media Studies)
- ▶ sderrer@stfrancis.cc

