St Francis of Assisi Catholic College Sixth Form Open Evening

**Media Studies** 



# **A Level Examination Results**

2024	2023	2022	2021	2020
A*-C	A*-C	A*-C	A*-C	A*-C
89%	83.3%	83.3%	72.7%	83.3%
A*-E	A*-E	A*-E	A*-E	A*-E
100%	100%	100%	100%	100%



"challenges your creativity and imagination"

"Uses a range of technology"

"How the media impact on our lives"

Media Studies "Practical"

"A range of career pathways"

"Contemporary"

"You'll never watch TV/film in the same way!"

"Relevant"

"Different to conventional subjects"

"Helps support other Social Sciences"

#### 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







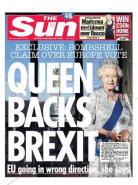
















# **Core Content**

Media Language

Media Representation

Media Industries

Media Audiences



#### <u>Media Language</u>

- 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**

- Social
- Cultural
- HISTORICAL
- ECONOMIC
- POLITICAL













### Close Study Products (CSPs)















#### Close Study Products (CSPs)

# Dailymail



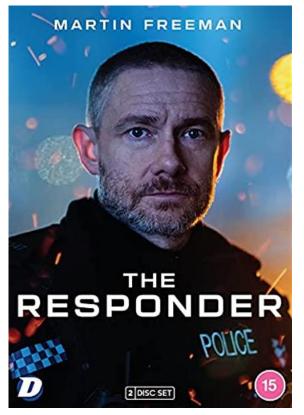




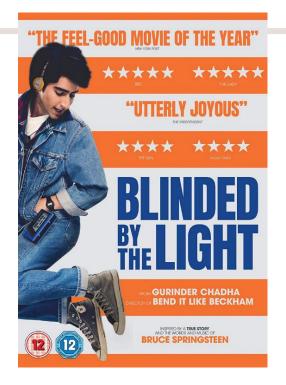


# The Guardian

## Close Study Products (CSPs)













#### Non-Exam Assessment (NEA)

Statement of Intent

#### **Practical**

Television extract

Music video

Radio

Newspaper

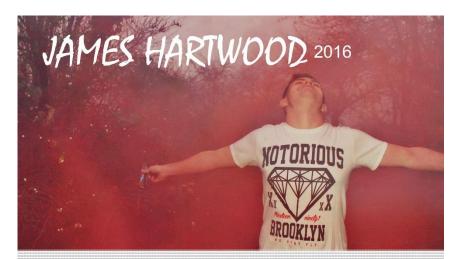
Magazine

Online media

Advertising and Marketing







#### **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

18 MANCHESTER 02 APOLLO

ARENA SHOWS ADDED DUE TO HIGH DEMAND

08 EDINBURGH USHER HALL

#### **MARCH 2014**

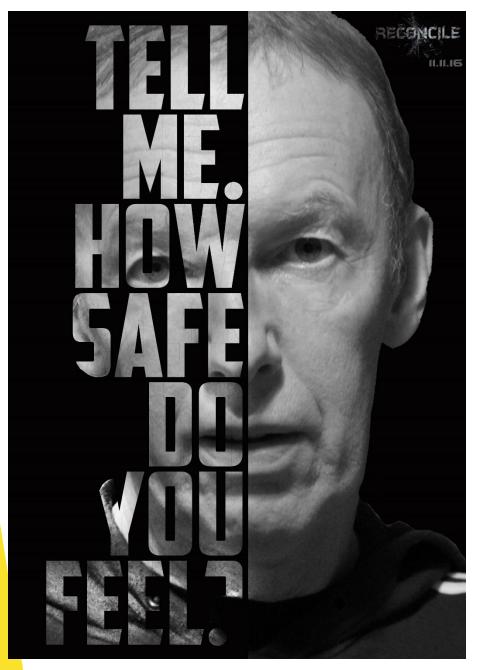
WEDNESDAY 05
NOTTINGHAM CAPITAL FM ARENA
SATURDAY 08
LIVERPOOL ECHO 2
SUNDAY 09
LONDON THE 02

GIGSANDTOURS.COM \* 0844 811 0051

JAMESHARTWOOD.COM

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

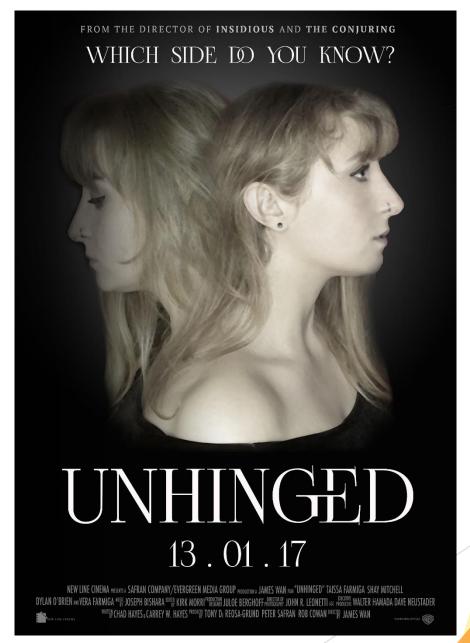










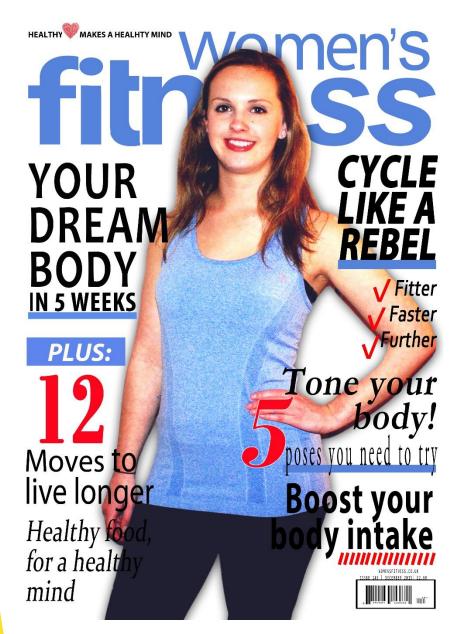


















#### When you have an OPPORTUNITY TO SPEAK, what NEXT?

# 66NOWYOU 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 vari-

ety of topics - mostly regarding their

journey into the limelight. I had discov-

ered that the 18-year-old, Athena Marie,

and the 20-year-old, Valentine, had both

spite 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 females 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.

the modelling industry after being scout-

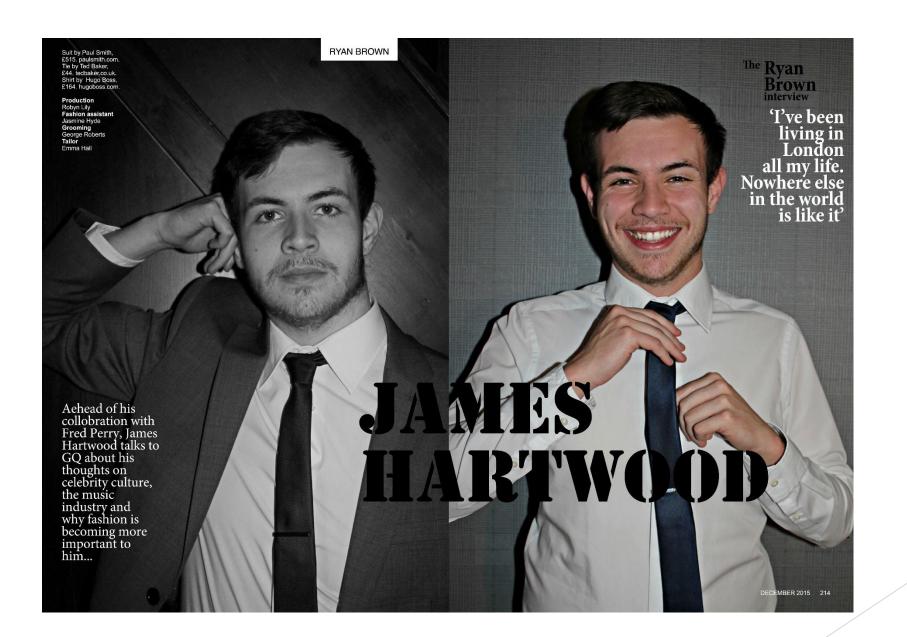
ed together at the age of 16 and 18. De-

"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 obsticles that we had to overcome."

fift Athem Marie Black and white one piece jumpoint, 1456. Chand. Black oversized overcoat. 21564. Avander McQueen. zigke Valentine. Black and white atripe calottes, 1564. White artiple calottes, 1564. White overcoat, 11548. Alexander McGueen and Marie atripe calottes, 1564. White artiple calottes, 1564. White artiple calottes, 1564. Alexander McGueen and McG







#### **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 4/5 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 peruse 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:



















## Web Design

## **Public Relations**

Journalism

Digital media

Film

Media Careers

Fashion

Games

Advertising

**Animation** 

Radio

Publishing

TV Production

Marketing



## **Contact Detail**

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

