

Entry Requirements:

Holy Family Sixth Form entry requirements apply. In addition you will need a good grade in GCSE English Language. GCSE Media is not a prerequisite. It is a particularly good companion to A-Level English, Sociology, Psychology, Art, Film and History.

The Learning:

The course runs over two years and consists of three components.

Year 12: Component 1: Media Products, Industries & Audiences

(90 Marks – Written Examination of 2 hours 15 minutes – 35% of qualification)

Section A: Students will learn how to analyse and discuss genre, representation of events, issues, individuals and social groups in the media as well as ideology and audience response. This will involve learning to apply theoretical concepts to both print and moving image texts in relation to Advertising & Marketing, Music Video & Newspapers. There are set texts for each section but students will also be able to study relevant texts of their own choice.

Section B: Students will develop knowledge of media industries, ownership and funding, regulation and the impact of digital platforms. Students will also examine how audiences are targeted and how this reflects identity and social, cultural and historical circumstances in relation to Video Games, Film Industry Marketing & Radio. There are set texts for each section but students will also be able to study relevant texts of their own choice.

Year 13: Component 2: Media Forms and Products in Depth

(90 Marks – Written Examination of 2.5 hours – 35% of qualification)

Section A – Television in the Global Age: Students will carry out an in-depth study into two contrasting set TV programmes produced in different social and cultural contents exploring the dynamics that shape contemporary television production, distribution and circulation.

Section B – Magazines – Mainstream and Alternative Media: Learners will study two set magazines in depth examining production, distribution, circulation and audience.

Section C – Media in the Online Age: Social and participatory media have become integral to everyday life and students will explore two contrasting online sites. Students will examine the idea that media consumers have now become producers who regularly and actively participate in the creation of media content.

Year 13: Component 3: Cross Media Production

(60 Marks – Practical production Work – 30% of qualification)

Students will be introduced to the practical project towards the end of Year 12 and given a range of assignments to choose from. They will produce an individual cross-media production for a specified audience and will be expected to showcase their knowledge and understanding of media key concepts studied in Component 1 and 2. For example, productions could be a music video with related print or online products, pages from a magazine with an audio podcast or radio broadcast, a print marketing campaign for a new TV show accompanied by filmed selected scenes or an opening sequence.

What direction this course might take you in:

Media is an extremely relevant subject in today's modern digital age and students have progressed to study Media, Film, Journalism, Advertising, Graphic Design, Multimedia, Web Design, Games Development and many more subjects at University as the course equips you with valuable analytical skills as well as practical design and industry knowledge.