

Entry Requirements:

Holy Family Sixth Form entry requirements apply. In addition you will need a pass grade or above in GCSE English Language. GCSE Media is not a prerequisite.

The Learning:

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

Component 1: Media Products, Industries & Audiences

(90 Marks – Written Examination of 2 hours – 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, Film, Music Video, Newspapers, Radio and Video Games.

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 Advertising & Marketing, Film, Music Video, Newspapers, Radio and Video Games.

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 TV programmes produced in different social and cultural contexts exploring the dynamics that shape contemporary television production, distribution and circulation.

Section B – Magazines – Mainstream and Alternative Media: Learners will study two 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.

Component 3: Cross Media Production

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

Students will be given a range of assignments to choose from and will produce **one** individual cross-media production for a specified audience. They 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 ad or online presence, a print marketing campaign for a new film or TV programme with a trailer or short film sequence.

What direction this course might take you in:

Media is an increasingly 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.