

# A Level Media Studies

## Why study this course at Cronton Sixth Form?

We have an extremely well-equipped media suite, and you will have full access to cameras, research facilities, and editing software. The A Level Media Studies staff are media and film specialists, who have worked within the industry such as journalists for the BBC and EMAP, and we have a dedicated technician to support practical learning.

This course offers you the opportunity to develop your analytical skills so that you can uncover the meanings behind the producers' choices within a media text and what effect they wanted to have on you. You are given the ability to simultaneously develop your theoretical and practical skills so that you can both produce and analyse your own media texts.

## What will I study?

You will learn about all aspects of the Media from the key concepts such as genre, narrative, representation and audience through to researching, designing and producing your own media production which could include a short film, magazine article or a poster campaign. A wide range of media texts are studied and analysed from music videos, video games, advertising, film marketing, newspapers and radio news/current affairs programmes.

## How will I be assessed?

There are two exams which you will sit at the end of course in May and June. The first exam in May is worth 35% of your final grade. It will last two hours. The second exam will be taken in June and is worth 35% of your final grade. The remaining 30% of your grade will be allocated to coursework. This will involve you working independently. You will produce two products that are linked together to show your understanding of theories and the practical skills which you have acquired.

**Component 1:** Meanings and Representations in the Media

**Written Examination:** 2 hours 15 mins. 35% of qualification  
Section A: Media Language and Meanings and Representations and Meanings. Section B: Media Audiences and Industries

**Component 2:** Media Forms and Products in Depth.

**Written Examination:** 2 hours 15 mins.  
35% of qualification  
Section A: Television in the Global Age  
Section B: Magazines: Mainstream and Alternative Media  
Section C: Media in the Online Age

**Component 3:** Cross-Media Production  
An individual cross-media production based on two forms in response to a choice of briefs set by EDUQAS. This is worth 30% and students produce a magazine cover, double page spread and create a magazines website promoting the product. Students will film and edit an audio-visual piece that features on this website.

## Entry Requirements

A minimum of 3 x Grade 5's and 2 x Grade 4's at GCSE including a Grade 5 in English Language, a Grade 5 in Maths and a Grade 5 in another written subject.

## Can I study this course if I have not taken it at GCSE?

Yes. A lot of our students explore some Media within their GCSE but may not have had the opportunity to study this at school. This will be YOUR opportunity to study an evolving, up to date subject that relates to the expanding media industry.

## Opportunities

Students studying in the School of Creative Arts and Media will be inspired by our practicing artists/tutors to develop and nurture their own creative talents. They will benefit from a wide range of experiences provided through our partnerships with leading industry experts.

These include international trips to New York, Berlin and Paris, national competitions, master classes and key note events at Tate Liverpool and a High Profile Annual Exhibition.

## Outstanding Facilities

A new media facility with separate editing area equipped with industry standard editing and image manipulation software.



## The Cronton Experience

At Cronton you can take part in many enrichment activities such as:

- The High Achievers Programme
- Professional Programmes for Tomorrow's Scientists, Lawyers and Teachers
- Centres of Excellence in STEM, Performing Arts and Sport
- Student Leadership Team
- College Sports Teams
- TASS (Talented Athlete Scholarship Scheme)
- The Duke of Edinburgh's Award
- International Trips
- Scholarships



Learn more about the Cronton Experience at:  
[www.cronton.ac.uk/experience](http://www.cronton.ac.uk/experience)

## Enrichment Opportunities

Our planned trips for Media Studies students include the annual trip to the Media Conference in Paris. This usually takes place in March and we attend a day of conferences that features sessions relating to our exam syllabus. We also visit Disneyland Paris which many students enjoy.

In addition, we take many national trips such as to 'Harry Potter World' and Media City in Salford to explore the local opportunities available for media students. There is a weekly film club which allows students to pick a film of their choice and watch this with their peers and discuss/evaluate its importance in the context of the history of film. We will also have a debate club which allows you to discuss the pressing issues in the news today such as up and coming film releases, the development of the media industry and the power of the news. In addition, students will be given the opportunity to produce the college magazine and potential radio shows broadcast to their fellow peers.

## What can this course lead on to?

You have a wealth of degrees and career opportunities to explore once you have studied A Level Media Studies. We have students who have specialised in Journalism, Media Production and Film Production. In addition, we have students who have explored Communication Skills in conjunction with Media Studies and opportunities in Public Relations. Our greatest success story is a Media Student, Joe Campbell, who has now established his own Media Production Company, 'Culture City', which is based in at the Albert Dock in Liverpool City Centre. Media Studies provides the foundation for many success stories for lifetime careers for our students.

## Any additional costs?

You will be expected to have a mobile phone to take photographs for your magazine production pieces, buy a pen drive to save all the work you will be completing on analysis of media texts, and pay transport and entry fees for visits.

## What have previous students said about this subject?

"The tutors on the course are excellent and really help you. You get the chance to work on real projects for employers and the course prepares you for university and industry. My portfolio is really strong now and I enjoy being in the group."

## Meet the Students

Name:  
**Natalya Beaumont**

Previously from:  
**Great Sankey High School**

Destination:  
**University of Huddersfield to study Film and Literature**

Studied:  
**English Literature A\***  
**Film A\***  
**Media A\***

