



## MEDIA STUDIES

## Exam Board: OCR

### AS Course Outline

#### Who should study this course?

This course is attractive to students who have a keen interest in media products and processes. It would suit those with an academic background who are creative and artistic. It would complement any subject combination, including English Literature, Psychology, Sociology and Photography. Anyone who wants to study the way in which the media influences our daily lives should study this course.

#### What does the course aim to do?

Media Studies is designed to harness and develop your analytical skills through the deconstruction of media products. It is the study of individual media texts (such as movies, TV shows, and magazines) and focus will largely be on the institutions that made them, how and why they were made, who they were made for, and the rules that govern their production.

#### Which topics will I study?

The changing media platforms for film, radio and magazines as they have moved from being solely offline media products to existing as online media products as well. This topic must include study of examples from the film, radio and magazine industries that are produced before 1970. (**Film, radio and magazines** must be included as part of any examples

Evolving media forms – a comparative study of media language, audiences and the impact of economic contexts and regulation in a digital age. (**Video games and music video** must be included as part of any examples

Long form television drama; a study of the media language, the different contextual representations and varying media audiences created by this contemporary way of telling stories in television drama in a digital age.

(The choice of appropriate media products for this topic must include a product that is a non-English language product and a contemporary media product. Both of these aspects could be located in a single media product.

#### Content of non-exam assessment:

Learners will apply knowledge and understanding of media language, representation, media industries and audiences to their own cross-media production based on the following media forms: television, magazines, newspapers, advertising and marketing online, music video and social and participatory media.

**What Skills Will I Develop?**

- Media Studies enables you to maturely understand how the media affects the audience and enable them to look behind the scenes of a media product.
- You will be able to use the media for your own benefit and will have a healthy grasp of issues that affect the production of different media.
- You will be able to deconstruct everyday media texts, understanding the reasons for technical elements and their use.
- You will develop your writing and presentation skills during the course and will be able to assimilate information and present it in a clear and concise way.

Content Overview	Assessment Overview	
Learners will explore how media products are used by institutions to construct different representations and how media audiences interpret these products. Learners will use aspects of the theoretical framework to analyse and evaluate their own cross-media productions	<p><b>Media products* (01)</b></p> <p>60 marks</p> <p>1 hour and 45 minutes (including 10 minutes viewing time)</p> <p>Written paper</p>	<p><b>30%</b> of total A level</p>
Learners will explore and analyse the ideas and arguments from debates about the media. These debates will be drawn from: <ul style="list-style-type: none"> <li>• a historical perspective</li> <li>• the digital age</li> <li>• global media</li> </ul>	<p><b>Media in a digital age* (02)</b></p> <p>80 marks</p> <p>2 hours Written paper</p>	<p><b>40%</b> of total A level</p>
Learners will practically explore the creation of three linked media products in a cross-media production.	<p><b>Making media* (03/04)</b></p> <p>60 marks</p> <p>Non-exam assessment (NEA)</p>	<p><b>30%</b> of total A level</p>

**Structure of the Course**

This course will be taught for 6 lessons per week (4.5 hours). Homework will be once a week and deadlines must be adhered to. The course will involve a substantial amount of essay writing, so please be prepared for this.