

Media Studies



Summer booklet

Name: _____

Congratulations on choosing media studies for your A Level!

There are many reasons why people choose to study media, but first things first, it would be interesting to know why you chose to study Media at Blue Coat Sixth Form. Be honest with your answer; there is no right or wrong answer:

Here at Blue Coat, we are a proud department who have many students come into this A Level with an idea of what they wish to do at University, but over the two-year course, they change their minds and decided to take up study or a career in Media and Film.

You may have an idea of what job opportunities wait for you after sixth form, or you may still be wondering what options there are. Here are some suggestions of what careers you can find yourself in by studying media:

- Actor
- Director
- Writer
- Journalist
- Event manager
- Digital marketer
- Location manager
- Media buyer
- Media planner
- Media researcher
- Public relations officer
- Runner, broadcasting/film/video
- Social media manager
- Television/film/video producer
- Television production coordinator
- Web content manager

These are only a few jobs which a media studies qualification can lead to.

Media studies only opens doors to exciting opportunities!

This booklet is designed to help you prepare for the course and explains some of the important details for those who want to get a head start. Your task is to complete the mini projects over the summer and come to your new lessons with confidence!

We understand that choosing your A Levels can be difficult and present emotions of uncertainty and tenseness. However, we shall try and make the transition from GCSE to A Level as smooth as possible. Everyone in the class is in the same situation; you have all chosen to try something new! It is going to be exciting and, above all, immensely interesting.

If you have any questions which this booklet does not help you with, you are welcome to email Mrs Moorcroft and she shall support you:

d.collett@bluecoatschool.com

We look forward to meeting you in September!

The Media Team

A Level media was completely new to me when I started in year 12. I didn't have a clue what I wanted to do in the future and, to be honest, I only chose the subject because it had some really cool topics. I'm so glad I chose it because I'm now going on to study film at Birmingham University and want to pursue a career in film and television.

- Emilia, year 13

We've learnt so many interesting things in media. I can never watch a film again without knowing all its tricks and secrets! I've also been really creative on this course and really want to go into magazine publishing.

- Jack, ex-student

I never knew media studies could be so important to my life! It has made me aware of everything going on and how things are meant to appeal to me. If you want to become more in tune with the world around you, study media.

- Tom, year 13

I am a huge fan of music and really wanted to make a music video for the media coursework. It was so much fun to get my friends and family involved and create my vision. I made my own music and filmed all the shots myself. It's going to help my music career!

- Rhys, ex-student

Entry Criteria:

In order to gain a place on the media studies course, you need to at least obtain a grade 4 from your English exams – but a level 5 is preferred. This is because Media studies uses essay writing and theoretical framework, where you will need a good level of writing skills in order to access the course.

Input from Mrs Moorcroft – *“One way I like to view Media Studies is that it is like English Literature; but instead of looking at novels, you can look at movies, music videos, magazines and so much more!”*

If you are worried about your level of English, or feel out of practise, don't worry! Your teachers are experienced in media writing and will support you in how to develop your writing skills.

What subjects go with media?

The brilliant thing about media studies is that it opens so many doors to opportunities! The subject also suits many other subjects, such as:

- English literature & language
- Art
- Graphic Design
- Photography
- Textiles
- Engineering
- Sociology
- Psychology
- History
- Music

If you are taking one of the above subjects, then you have a perfect link and media will enhance your skills in so many different fields. In previous years, many students have gone on to study these subjects and media studies have been a fantastic resource for their preparation; it also appears interesting on your UCAS application.

Course information:

The exam board for media studies is Eduqas.

The **A Level** course is taught across **two years** and finishes with **two exams** and a piece of **NEA** (none examination assessment i.e. coursework).

This is NOT an AS course, so you need to stay on the course for two years to gain a qualification.

The course is split into three components:

<u>Component</u>	<u>Overview/Texts</u>	<u>Assessment</u>
Component one	Focus on different texts across the two years: <ul style="list-style-type: none">• Tide• Super. Human Tokyo Olympics• Kiss of the Vampire• Formation – Beyoncé• Riptide – Vance Joy• Assassins Creed franchise• Unseen advertising• Black Panther• I, Daniel Blake• Newspapers• Radio – Women’s Hour	2-hour exam at the end of the second year You shall also complete in class essays which will be used to support your predicated grades and UCAS grades. Worth 35% of the A Level
Component two	Focus on different texts across the two years – in more detail: Television: <ul style="list-style-type: none">• Peaky Blinders (episode 1, season 1)• The Bridge (episode 1, season 3) Magazines: <ul style="list-style-type: none">• The Big Issue (2015 ed.)• Vogue Magazine (1965 ed.) Online Media: <ul style="list-style-type: none">• Zoe Sugg• Attitude online magazine	2-hour exam at the end of the second year You shall also complete in class essays which will be used to support your predicated grades and UCAS grades. Worth 35% of the A Level

<p>Component three</p> <p>NEA</p>	<p>You shall have to complete a brief from the 2024 Eduqas brief selection and complete planning, a statement of aims and two productions.</p> <p>Previous year examples include:</p> <ul style="list-style-type: none"> • Film marketing • Music Video • Magazine design • Television Production <p>Alongside these examples are:</p> <ul style="list-style-type: none"> • Web design • Podcast • Audio-visual production 	<p>You will need this to be submitted in April of the second year. It will be started near the end of the first year.</p> <p>Worth 30% of the A Level</p>
---	---	---

Alongside these topics, you are expected to apply knowledge of **subject specific terminology** and **theoretical framework**.

No student is expected to have any knowledge of terminology and theory at the beginning of the course; this shall be developed during your study.

Suggested watching:

- Peaky Blinders
- The Bridge
- Zoe Sugg youtube
- Black Panther
- I, Daniel Blake
- Woman’s Hour (BBC radio)

Suggested reading:

Eduqas Media Studies – Student Book for A Level

Film

For your first task, you are going to be asked to watch a film.

You might need to use a Netflix account or Disney plus to access one of the following films:

- **Joker (2019)**
- **The Hobbit: An Unexpected Journey (2012)**
- **The Avengers (2012)**

When watching one of these films, you will need to look out for the following things:

- *How is colour used in the film? Does a particular colour try to represent anything or symbolise something?*
- *How is the camera angled at the main character(s)? Does it try to make them look powerful at times? Does it try to make you feel intense when watching? How might it do this?*
- *What background music can you hear? Why is it important that the film has this background noise?*

You can do this with any film, but the films suggested cleverly use techniques to make the audience feel a certain way. You will study more techniques on the course and how they create meaning to an audience – without you even realising!

Music Video

For your next project, you are going to watch a music video and have some fun in trying to create something of your own.

Go onto youtube and watch the music video for: BTS “Butter”:
[https://www.youtube.com/watch?v=WMweEpGlu U](https://www.youtube.com/watch?v=WMweEpGluU)

When studying music videos, you need to understand what a **target audience** is. A target audience is the type of person that the product is aimed towards. For example, the audience data of BTS is as follows:

99.1% of the ticket purchasers were women,
0.9% of them were men,
9.8% in their teens,
30.1% in their 20s
7% in their 30s
18.1% in their 40s
4.7% in their 50s

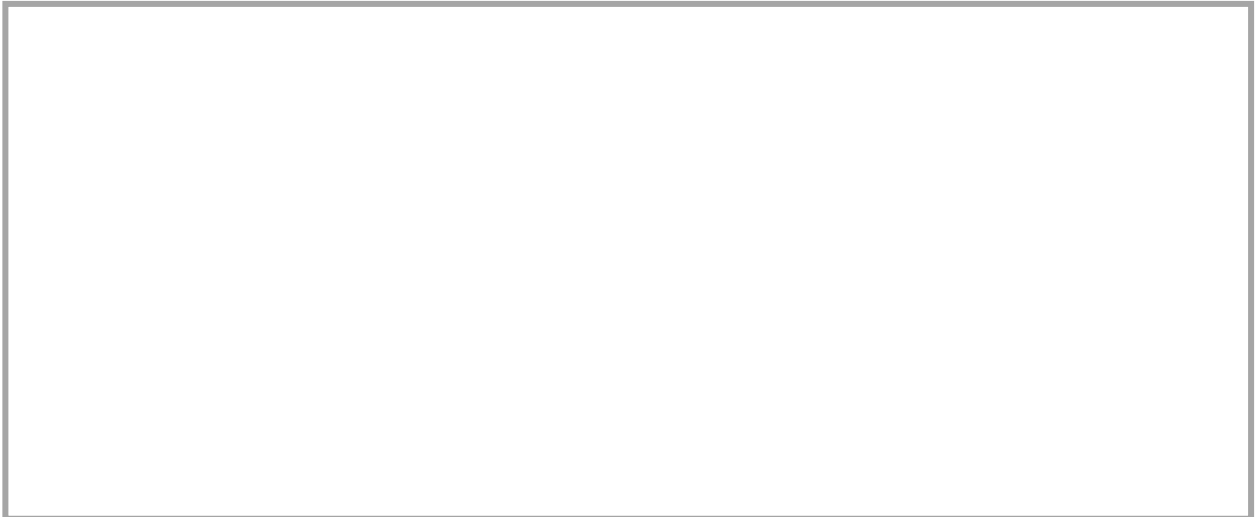
It is clear to see that the target audience for BTS are women in their 20s. BTS appeals to both Asian and English-speaking countries, as their songs are in Korean, Japanese and English.

So, when looking at the music video, we have to try and notice why the director made all of the choices in the video. The aim is simple; appeal to women in their 20s.

How does the music video achieve this? Take a closer look at some of the stills from the music video and think; ***how would this appeal to a woman in her 20s?***
Extension: How would this appeal to western audiences?



Now that you have considered the target audience for this music video, it's your turn to be creative! In the boxes below, you need to create 3 still images from a music video that appeal to your chosen target audience. You need to create a music artist or band and imagine how they would need to appear in order to engage the audience of your choice. There is space to annotate your drawings with your ideas.



Gaming Fortnite

Complete the research task:

Product Context

1. Which company produced Fortnite?
2. What makes Fortnite a Franchise?
3. What awards has Fortnite won?
4. How much was Fortnite worth in 2012 compared to 2019?

Game play

1. What is Fortnite about – give a summary?
2. What genre is Fortnite?
3. What options are there to play Fortnite?

Convergence

1. How many platforms is Fortnite available on?
2. Why is Fortnite a good example of cross-media convergence?
3. How did Epic Games use Unreal Engine?
4. Unreal Engines has also helped develop which other games?
5. How many views has it received on Youtube, what videos are these for?
6. What other media brands and franchises has it collaborated with?
7. Epic games tends to use non-gaming celebrities to help promote the games beyond the gaming market, who have they worked with?

Industry

1. Who was Epic Games started by?
2. What else does Epic Games own?
3. What upgrades can you get on Fortnite?
4. What is a 'season pass'?
5. What is a 'battle pass'?

Slide 6: Target audience

1. Create a chart which reflects the target audience of 78% males, 22% females. 53% 10-25 and 42% are in full time employment.
2. What is the appeal to younger children to play the game?