

Kirkbie Kendal School Sixth Form



Media Studies

No of Units: 4

Awarding Board: Cambridge International

Course Code: 9607

Unit Outline:

Unit 1: AS Foundation Portfolio (Coursework 25%) Year 1
Unit 2: AS Media Texts and contexts (Exam 25%) Year 1
Unit 3: A2 Media: Advanced Portfolio (Coursework 25%) Year 2
Unit 4: A2 Media: Critical Perspectives (Exam 25%) Year 2

Assessment:

Unit 1: Coursework - Candidates produce a media product that includes digital evidence of the process of their work and a creative critical reflection. Candidates work either individually or as part of a group to complete this coursework. Internally assessed and externally moderated (25%).

Unit 2: Media Texts and Contexts (Exam 2 hours)

Section A: Media texts. Candidates answer one question based on an unseen moving image extract.

Section B: Media contexts. Candidates answer one question from a choice of two questions based on a pre-prepared case study. Externally assessed (25%)

Unit 3: Coursework - Advanced Portfolio. Candidates produce a campaign of media products, digital evidence of the process of their work and reflect upon their finished products, in the form of an evaluative essay of around 1500 words. Candidates work either individually or as part of a group to complete this coursework. Internally assessed and externally moderated (25%).

Unit 4: Critical Perspectives (Exam 2 hours)

Section A: Media debates - Candidates answer two from a choice of three questions on pre-prepared topics.

Section B: Media ecology - Section B is synoptic, requiring candidates to demonstrate their knowledge and understanding of the key concepts of language, representation, industry and audience, studied throughout the course. Externally assessed (25%)

Further Information:

Vital in today's technologically advanced age, understanding of the media is key in navigating modern day society. Daily, we receive a wealth of images and information; inspiring, collaborative and creative, brutal, misleading and false. The media carries messages across multiple platforms designed to affect the way we think, what we buy and how we vote. Who do we believe?

Probably the most relevant subject to life in the 21st century, Media Studies perfectly compliments the study of English Language or Literature, Sociology, Psychology, Art and Design, and Technology.

Trips: Cinema trips, Bradford Museum of Film and Television. BBFC study day on censorship.

'Destinations' of Former Students/Possible Career Links:

Students have gone on to study degree level Media Studies, Graphic Design, Film Studies, Media Production, Journalism and Advertising, Fashion promotion with photography, Advertising and Television production and Comparative Literature and Culture with International Film.

Further info contact: Mr M Rogers