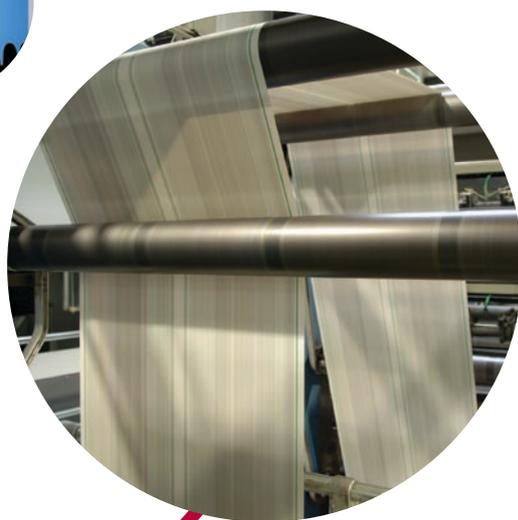


# Media Studies



Available for first teaching  
from September 2008



*"Good preparation for media careers."*



*"The production units are stimulating to students."*

# OCR A Level Media Studies

## Unlocking the creative potential of teachers and students alike

This modern specification enables students to engage with contemporary media, and now truly reflects the importance of Media Studies as a subject.

Combining theoretical and practical approaches to Media Studies, the new OCR specification offers improved opportunities for progression and greater relevance and appeal for today's learners.



# The new A Level in Media Studies

Extensive consultation with Media Studies teachers and heads of department has helped us retain the most popular aspects of the existing A Level, and to update it where appropriate.

## **Benefits for teachers and learners:**

- A mix of theoretical and practical work gives you the flexibility to choose which topics you teach, matching them to your resources and interests.
- Creating learners ready for media industry roles – the practical work at A2 provides experience of working with different kinds of media (essential when working in a media-related role).
- Modern content has been included to engage learners, eg music downloads, online gaming and reality TV.
- Evaluation in coursework units can now be presented electronically, eg blogs and podcasts.
- Learners can explore textual analysis, media industries, evaluation of production work and critical perspectives – and become media specialists.
- Learners can choose to specialise in a particular area, focusing on a specific brief at AS and A2.
- OCR provides excellent support for Media Studies teachers – through a thriving e-community, well-received annual conference, schemes of work, and printed resources from publishing partner Hodder Education.
- A new unit 4, 'Critical Perspectives' provides 'Stretch and Challenge' opportunities for learners (for more information on 'Stretch and Challenge', see page 6).



## A Level Media Studies **course details**

### For AS

Teaching units	Assessment method and weighting
<p><b>G321: Foundation Portfolio in Media</b></p> <p>In this coursework unit, learners engage with contemporary media technologies, producing two paired media artefacts from a series of briefs. This process involves progression from a pre-production, preliminary exercise to a more fully realised piece. The briefs cover print, video, audio and websites.</p>	<p><b>Mandatory unit</b></p> <p>Internal assessment</p> <p>AS – 50%</p> <p>A Level – 25%</p>
<p><b>G322: Key Media Concepts (TV Drama) or G323: Key Media Concepts (Radio Drama)</b></p> <p>Centres choose one of the two units above. These papers cover textual analysis and representation alongside institutions and audiences. In section A, learners answer questions on an unseen moving image extract (G322) or an unheard audio extract (G323) which is then linked to some aspect of the representation within the sequence. In section B, common to both papers, they study a specific media industry from a choice of film, music, newspapers, radio, magazines or video games.</p>	<p><b>Mandatory unit</b></p> <p>2 hour exam</p> <p>AS – 50%</p> <p>A Level – 25%</p>

### For A2

Teaching units	Assessment method and weighting
<p><b>G324: Advanced Portfolio in Media</b></p> <p>In this coursework unit, learners engage with contemporary media technologies to produce a media portfolio through a combination of two or more media. Then they present their research, planning and evaluation in two or more forms including PowerPoint, blog and podcast. This is a development of the skills they learn in unit one.</p>	<p><b>Mandatory unit</b> (with a choice of five briefs)</p> <p>Internal assessment</p> <p>A Level – 25%</p>
<p><b>G325: Critical Perspectives in Media</b></p> <p>This paper covers theoretical evaluation of production alongside a study of contemporary media issues. In section A, learners describe and evaluate their skills development in their production work and then select one production to evaluate in relation to a media concept. In Section B, they choose one topic and demonstrate their understanding of a contemporary issue through a range of texts, institutions, audiences and debates. Examples of contemporary media issues include global media, media in the online age, 'we media' and democracy. Two questions are offered on each topic.</p>	<p><b>Mandatory unit</b> (with a choice of one from six units in section B)</p> <p>2 hour exam</p> <p>A Level – 25%</p>

# What stays the same, and what changes?

If you're already working with the current OCR A Level Media Studies, you'll want to know which parts of this remain in the new specification – and what the main changes are.

The table below outlines the key points.

Main aspects that stay the same	Most important changes
<p>Popular content has been retained following consultation with customers – for example, textual analysis and institutions and audiences. These enable learners to understand elements key to becoming a media specialist.</p>	<p>The critical research unit has been removed following consultation with customers. However, some of the elements from it are now covered in the new units.</p>
<p>Coursework has been retained and the weighting increased to 50%. This is particularly engaging for learners, and allows them to develop their media production skills in a wider way. This also emphasises the practical nature of media studies. There are no word limits on the production work, giving learners scope for creativity and flexibility.</p>	<p>A new unit 4 has been introduced to focus on assessing learners' knowledge and understanding of media concepts overall. This unit helps address the 'Stretch and Challenge' aspects of the new specification, and can be seen as the culmination of learners' study.</p>
	<p>Assessment has been streamlined: there are now only two exams at just two hours each. This reduction in content allows learners to focus more thoroughly on particular topics.</p>

For more information on A Level Media Studies, visit [www.ocr.org.uk/qualifications/1419changes/alevels](http://www.ocr.org.uk/qualifications/1419changes/alevels)



*“The coursework changes and corresponding changes in mark weighting mean that more time can be spent on the coursework with less of a detrimental effect on the other units. It also emphasises the practical nature of Media Studies.”*

# 'Stretch and Challenge'

A new Qualifications and Curriculum Authority (QCA) initiative for A Levels, 'Stretch and Challenge' is designed to give learners the opportunity to demonstrate their potential, and to help universities differentiate between applicants. It will be part of the A2 units, so it won't involve additional questions or exam papers.

'Stretch and Challenge' is achieved through a new approach to exam questions:

- The questions invite a greater variety of thinking and type of answer. For example, the introduction could ask the learner to 'analyse', 'evaluate' or 'discuss'.
- The questions are structured to show more connections between different sections of the specification.
- Extended writing is encouraged in all subjects (except in areas such as Maths, where it is clearly inappropriate).
- There's a wider range of question types – such as case studies and open-ended questions – rather than just short-answer questions.
- There are more synoptic assessments – exploring connections between different areas and levels of a subject – over and above the superficial links within question types.



**You'll find examples of 'Stretch and Challenge' style questions in your Media Studies Specimen Assessment Materials. Here's a short selection:**

***"Digital technology turns media consumers into media producers." In your own experience, how has your creativity developed through using digital technology to complete your coursework productions?***

***"Media texts rely on cultural experiences in order for audiences to easily make sense of narratives." Explain how you used conventional and/or experimental narrative approaches in one of your production pieces.***

***To what extent have global media impacted on audiences? Refer to specific media products, industries and audiences, related to at least two media.***

***What difference has the internet made to media production and consumption? Refer to at least two media sectors in your answer.***

***Discuss two or more media texts that you would define as 'post-modern' and explain why you would give them this label. Cover at least two media in your answer.***

# Support for A Level Media Studies teachers

To help you get started with the new A Level Media Studies, OCR will run a number of training courses. We will also provide a range of detailed support materials and resources – some produced by OCR, some by our publishing partners.

## Training

The following INSET courses will be available from September 2007:

### **Get ready – introducing the new specifications (first teaching from September 2008)**

These **free** half-day sessions are designed to give you an overview of the new OCR specifications.

They will:

- **Look at the structure of the new specifications**
- **Compare the new specification content with the old, including coursework and ‘Stretch and Challenge’ implications**
- **Discuss the support and resources available from OCR**
- **Summarise the benefits of the OCR specifications.**

### **Get started – towards successful delivery of the new specification (first teaching from September 2008)**

These full-day sessions will give you guidance and support in planning to teach the new AS/A Level specifications.

They will:

- **Give an introduction to the structure and content of the new specifications**
- **Consider approaches to first teaching, and suggest best practice**
- **Look at coursework and ‘Stretch and Challenge’ implications**
- **Review the support and resources available from OCR.**

*This course will have some similarity to the half-day ‘Get ready’ sessions, but will look at the new specifications in more depth, with the emphasis on first teaching*

*Places are allocated on a first come, first served basis – so if you’re interested in attending one of these events, visit [www.ocr.org.uk/training](http://www.ocr.org.uk/training) to find out the dates of the events nearest to you.*

## Join us at our annual media conference

**Every spring OCR holds a media conference that covers everything related to media and attracts big-name attendees.**

In previous years our guest speakers have included Paul Fulker, who worked on visual effects when filming Harry Potter; Alex Thompson, of Channel 4 News; and BBC Online's Bill Thompson.

The conference is an upbeat, fast-paced event that attracts around 150 Media Studies teachers as it is a great opportunity to build their subject knowledge and

share expertise through a series of lively workshops. They also have the opportunity to hear about the latest developments with OCR's Media qualifications, for example the revised A Level and the new Creative and Media Diploma.

In addition, OCR is pleased to welcome exhibitors from media education organisations and publishers of media textbooks and guides who will have stands at this event.

For more information visit [www.ocr.org.uk/training](http://www.ocr.org.uk/training)

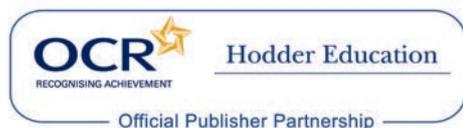
## Support materials

OCR is producing the following materials to help you prepare for the new A Level Media Studies:

- **Overarching scheme of work:** topic outlines, suggested teaching and homework activities, suggested resources and points to note. Available autumn 2007.
- **Sample lesson plans:** detailed breakdowns of suggested teaching formats for the more difficult concepts within the unit(s). Available autumn 2007.
- **Exemplar candidate work:** real learner answers to Specimen Assessment Materials, including indicative marks and examiner commentaries. Available spring 2008.

For more information on all these support materials, visit [www.ocr.org.uk](http://www.ocr.org.uk)

- **e-community:** OCR offers a Media Studies e-community which allows virtual networks of subject specialists to share their knowledge, views and ideas. For more information, and to join this e-community, visit <http://community.ocr.org.uk>

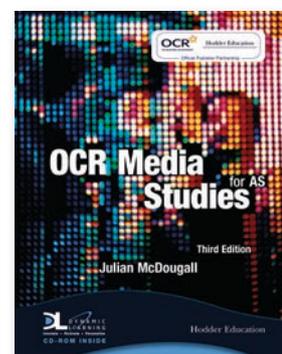


We're also working with publishing partner Hodder Education to provide further resources to support the new specifications:

**OCR Media Studies for AS/A2 Third Edition with Dynamic Learning CD-ROM**  
AS available March 2008, A2 available January 2009.

**OCR Media Studies for AS/A2 Dynamic Learning Network Edition CD-ROM**  
AS available March 2008, A2 available March 2009.

For more information on these resources, visit [www.hoddereducation.co.uk](http://www.hoddereducation.co.uk)



*"Coursework units give students the opportunity to develop their media production skills in a more sophisticated way."*

Other publishers may also produce support material, and we will consider them for endorsement after we've assessed them against the OCR Quality Assurance process.

## Other OCR Media qualifications

As a Media Studies teacher, you may be interested to know about these OCR qualifications.

### GCSE Media Studies

This course provides learners with an excellent grounding in Media Studies, enabling them to progress to A Level.

For more information on GCSE Media Studies, visit: [www.ocr.org.uk/qualifications/gcse](http://www.ocr.org.uk/qualifications/gcse)

### iMedia

Creative interactive media is a dynamic, fast-moving industry, and OCR's iMedia qualification is the complete learning package for this market. It's a valuable tool for anyone wanting to specialise and enter a wide range of interactive media jobs, including web designers, graphic artists, multimedia producers and animators.

For more information on iMedia, visit: [www.imedia.ocr.org.uk](http://www.imedia.ocr.org.uk)

### Creative and Media Diploma

OCR has developed an innovative approach to the Creative and Media Diploma, one of the first five lines of learning offered within this government flagship development, and received accreditation for the Principal Learning specification in July 2007. Starting in September 2008, the Diploma will be available to the first wave of consortia which passed through the Gateway selection process; other consortia will be able to access the qualification in succeeding years.

This applied and practical course, offered at Levels 1, 2 and 3, will offer an exciting and challenging way of gaining access to a broad range of creative and media sectors. The course will focus upon real work- and sector-related contexts and tasks which will provide a learning experience aimed at preparing the learner for additional training and Further or Higher Education where appropriate, and be instrumental in the development of transferable skills in creative, personal, thinking and sector-related technical aspects.

For more information on the Creative and Media Diploma, visit: [www.ocr.org.uk/qualifications/1419changes/diplomas](http://www.ocr.org.uk/qualifications/1419changes/diplomas)

### OCR Nationals in Media

These motivational, flexible qualifications have clear assessment objectives and engaging content. Learners taking OCR Nationals in Media produce high-quality work as they develop skills across a wide range of media industries.

For more information on OCR Nationals in Media, visit: [www.ocrnationals.com](http://www.ocrnationals.com)



Following a review of 14–19 education, the Qualifications and Curriculum Authority (QCA) has revised the subject criteria for A Levels. These changes are intended to reduce the volume of marking for teachers, and the amount of assessment for learners, and to ensure that every young person has the opportunity to realise their full potential. Along with all awarding bodies, OCR has revised A Levels for first teaching from September 2008.

## We've made sure it's a change for the better

QCA's decision to revise A Levels has given us a great opportunity to make further improvements to our qualifications. We've been talking to teachers, heads of departments, local authority advisers, subject experts and examiners to make sure the new specifications, support materials and schemes of work meet your needs.

# Want to find out more?

For more information on the new OCR A Level Media Studies –  
and on all our Media Studies qualifications –  
visit [www.ocr.org.uk](http://www.ocr.org.uk) or call **01223 553998**

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**www.ocr.org.uk**

OCR customer contact centre

**Vocational qualifications**

Telephone 024 76 851509

Facsimile 024 76 421944

Email [vocational.qualifications@ocr.org.uk](mailto:vocational.qualifications@ocr.org.uk)

**General qualifications**

Telephone 01223 553998

Facsimile 01223 552627

Email [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

**OCR**

1 Hills Road, Cambridge CB1 2EU

Telephone 01223 552552

Facsimile 01223 553377

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