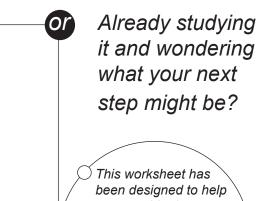
Thinking about choosing to study Media Studies at Advanced level?



been designed to help you consider how you can use what you learn from an Advanced level course in Media Studies in your future career planning.

# • What to study it with?

When choosing to study A level courses full time it is usual to study four subjects at AS level in the first year then three at A2 level in the second year. It is also possible to study some subjects via the vocationally related route (Applied A level double awards and BTEC Diplomas). Media would come under Media Communication and Production on this route. The other subjects you choose to combine with Media may have an influence upon what you can choose beyond Advanced level, so check out your choice. Although some Advanced level subjects require a good grade at GCSE as a foundation for study at the advanced level, others can be studied from scratch. It's a good idea to check this out before finalising your Advanced level course choices.

CAREER

# MEDIA STUDIES

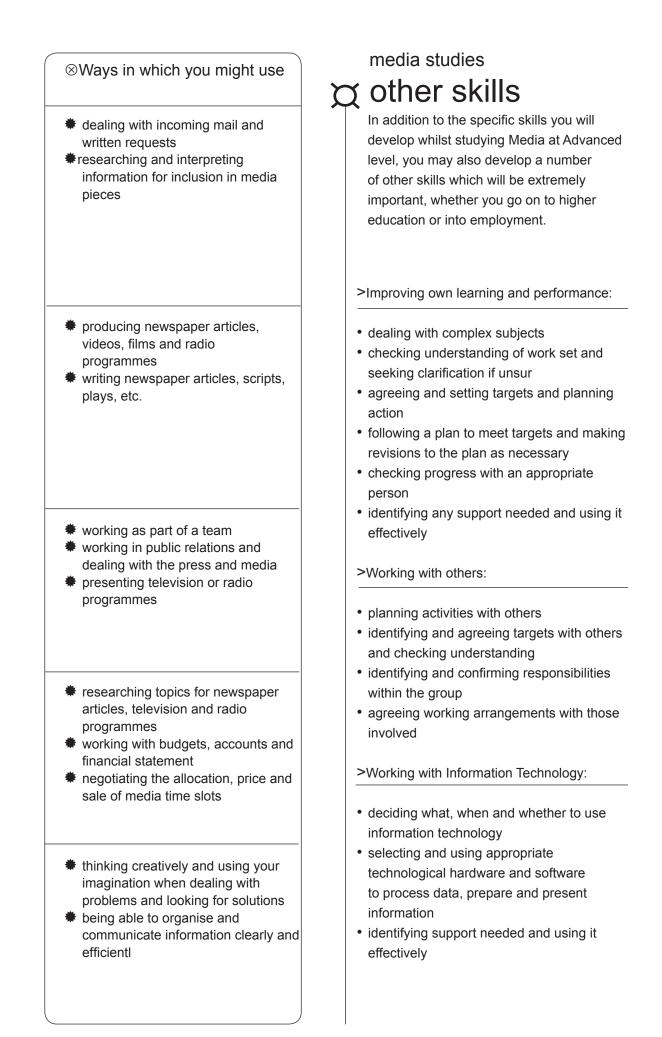
Studying any Advanced level course will give you two main things, knowledge about the content of the subject (the role of the media, broadcasting techniques, journalism and publishing, etc.) and skills in how to deal with that content. Although you may not need to remember the content for very much longer than your course, the skills you develop can be built on and used throughout the rest of your life.

## MIX & MATCH +

Many students take Media Studies with the intention of entering a possible career in the arts and media world. Complementary subjects include Art, History of Art, English, Theatre Studies/Drama, Sociology and Psychology. Media Studies can also provide a useful contrast to more numerate and scientific subjects like Mathematics and Physics. If you are planning to enter a higher level course in Media Studies check entry requirements carefully. It is likely that the inclusion of more traditional subjects such as English will open up a wider range of options. Students taking Media (Communication and Production) via the vocationally related route will often focus on this area in greater depth and choose only one other subject at AS/A2 level to study alongside it.

The higher education and employment scenes are continually changing due to social, economic and political pressures. This worksheet, therefore, is not a definitive guide to your future career but is more of a prompt to get you thinking about making connections between your choice of Advanced level courses and higher education and career opportunities.

Media S	Studies Skills	⊗Ways in which you might
Research skills:	<ul> <li>researching a topic by finding and choosing the most appropriate sources to use</li> <li>analysing written and visual information and drawing out from it the key pieces of information needed</li> <li>analysing problems through research, visual observation and recording</li> </ul>	<ul> <li>reading, listening to, watching and analysing newspaper articles, television programmes, radio broadcasts, etc.</li> <li>studying the organisation and structure of the media business both nationally and internationally</li> </ul>
Communication skills - written and visual:	<ul> <li>putting across clear and relevant information when producing materials about a subject</li> <li>using visual materials to illustrate straightforward and complex matters</li> <li>adjusting the style and format of materials to suit the audience or task</li> </ul>	<ul> <li>writing essays, newspaper articles, scripts, etc.</li> <li>producing media pieces aimed at different target audiences</li> <li>using media terminology appropriately</li> </ul>
Communication skills - verbal:	<ul> <li>taking part in discussions and making relevant contributions</li> <li>listening and responding to others and encouraging them to speak</li> <li>giving presentations and broadcasting information</li> </ul>	<ul> <li>discussing media issues such as the impact of digital television, the role of the internet</li> <li>giving presentations or taking part in radio or video productions</li> </ul>
Numerical skills:	<ul> <li>collecting and recording data</li> <li>estimating, measuring and calculating physical dimensions, proportions and timescales</li> </ul>	<ul> <li>gathering together information to include in media pieces such as statistics on social issues</li> <li>working out costs and timescales for the production of media pieces such as a newspaper or video recording</li> </ul>
Media skills:	<ul> <li>selecting appropriate materials and techniques for different media projects</li> <li>distinguishing between fact, opinion and judgement when considering media pieces</li> <li>making value judgements and giving constructive criticism about your own and other's work</li> </ul>	<ul> <li>developing media techniques such as writing newspaper headlines and journalistic pieces, producing videos and radio broadcasts</li> <li>learning about events taking place in the world and how to communicate them to others</li> </ul>





Media and related jobs are highly competitive and a qualification in Media Studies should not be seen as a passport to a career in this area. Only a small proportion of graduates find related jobs as competition is fierce. Howeve, Media students develop a range of skills and these are relevant to many careers. You can find out more about these careers by looking up information in your careers library under the Connexions Resources Classification Index (CRCI) codes listed here.

CRCI code	Title
Р	General information on careers related
	to Media, Print and Publishing
PB	Journalism
0	Advertising
0	Marketing
PD	Publishing
PC	Photography
PA	Theatrical Agent
PA	Musical Agent
K	Arts Administrator
PA	Studio Management
PA	Television Production and Broadcasting
PA	Sound Engineer
PA	TV/Film production/Directing
PA	TV/Film Editing
PA	TV/Film Camera Operating
SB	Retail Management

Although it is possible to enter some of these jobs after Advanced level studies, many of these areas recruit people with higher qualifications so you may need to seriously consider going on to higher education. 6 ways to check it out Yes No R **|X**] 3 Remember: Advanced level course A = 120 points grades can be converted into B = 100 pointsUCAS points which count towards C = 80 points admission to university so it is important to choose subjects which D = 60 points reflect your interests and abilities E = 40 points

# Thinking of doing a do

A degree in Media, Communications, Journalism or a related area does not provide automatic entry to a Media career. However, competition for places on degree courses, and for subsequent job opportunities, is fierce. It is therefore important to check how much practical work is offered on degree courses, including opportunities for making contacts through work experience. When applying to universities, tutors are often looking for more than good Advanced level course grades; many require evidence of a keen and sustained interest in media, for example through personal interest, hobbies and work experience.

#### Degree courses in Media

Media Studies courses vary enormously in style and content, in the amount of practical work that is covered, and include the following titles:

- Broadcast Media
- Communication Studies
- Computer Visualisation
- Hedia Production & Technology
- Digital Media
- Radio, Film &

#### Film Studies

- Drama/Film & Screen Studies
- Hedia Studies
- Media Communication
- Media Production
- Media Systems
   Culture Society
- Culture, Society & Communication
- Television Production
- Multimedia Journalism
- Performance Studies
- Film & Screen Studies
- Scriptwriting for Film and Television
- Music Industry Management & Studio Production

#### \_\_\_\_\_

Media related degree courses Other degree courses where Media Studies may be useful include:

- Advertising
- Arts Management
- Drama and Theatre Studies
- Photography
- Public Relations
- Publishing
- \$

It is important to note that graduates from other disciplines, such as English, also find jobs in the Media. Details of all the degrees available in these areas, and more, can be found on the University Central Admissions System website at www. ucas.com

# Media Studies F A C T F I L E

### Opportunities for Graduates

Recent statistics show the following trends for graduates from Media Studies degrees:

- over 79% of graduates entered fulltime employment after completing their degree
- under 15% of those who entered jobs found work in the media and creative industries
- media graduates entered a wide range of occupations including clerical and secretarial work (20%)
- under 7% continued on to full-time study or training.

<u>...jobs</u>

These are some of the jobs that Media graduates have gone into in recent years ...

- Media Planner
- Cinema Management
- Arts Administrator
- Media Researcher
- Media Runner
- Recruitment Consultant
- Library Assistant
- Sales Manager
- Public Relations Assistant
- Retail Manager

There are many degrees where having an Advanced level qualification in English may not be of direct relevance but will be useful, however, so you need not be restricted by this list. S

# need to find out more?

You might find these publications useful. Check to see if your Careers Library or local library have copies.

- > Careers and Jobs in the Media published by Trotman
- > Media Uncovered published by Trotman
- > Guardian Media Directory published by Atlantic Books
- > Getting into Films & Television published by How to Books
- > What can I do with a media degree? published by Trotman
- > Get Set for Media and Cultural Studies published by Edinburgh University Press
- > Getting a Top Job in the Arts and Media published by Kogan Page
- > How to get a job in Television published by How to Books

Free information is available from the following organisations. If writing please send a stamped addressed envelope to cover postage:

- Advertising Association 7th Floor, Artillery House 11-19 Artillery Row London SW1P 1RT 020 7340 1100 Email: aa@adassoc.org.uk www.adassoc.org.uk
- British Broadcasting Corporation (BBC) Corporate Recruitment Services
   PO Box 48305
   London W12 6YE
   Email: recruitment@bbc.co.uk
   www.bbc.co.uk/jobs

- British Film Institute (BFI) 21 St Stephen Street London W1T 1LN www.bfi.org.uk
- ITV Network Centre 200 Grays Inn Road London W1CX 8HF www.itv.com/jobs
- Market Research Society 15 Northburgh Street London EC1V OJR 020 7490 4911 Email: info@mrs.org.uk www.mrs.org.uk
- Moving Image Society Pinewood Studios Iver Heath Buckinghamshire SL0 0NH 01753 656656 www.bksts.com
- National Council for the Training of Journalists The New Granary Station Road Newport Saffron Walden Essex CB11 3PL 01799 544014 Email: info@nctj.com www.nctj.com
- Skillset the Sector Skills Council for Audio Visual Industries
   Prospect House
   80-110 New Oxford Street
   London WC1A 1HB
   020 7520 5757
   Email: info@skillset.org
   www.skillset.org