

*Thinking about choosing to study Media Studies at Advanced level?*

**or**

*Already studying it and wondering what your next step might be?*

*This worksheet has 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 WARNING



# 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.

<b>Media Studies Skills</b>		⊗ Ways in which you might
<i>Research skills:</i>	<ul style="list-style-type: none"> <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 style="list-style-type: none"> <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>
<i>Communication skills - written and visual:</i>	<ul style="list-style-type: none"> <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 style="list-style-type: none"> <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>
<i>Communication skills - verbal:</i>	<ul style="list-style-type: none"> <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 style="list-style-type: none"> <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>
<i>Numerical skills:</i>	<ul style="list-style-type: none"> <li>☀ collecting and recording data</li> <li>☀ estimating, measuring and calculating physical dimensions, proportions and timescales</li> </ul>	<ul style="list-style-type: none"> <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>
<i>Media skills:</i>	<ul style="list-style-type: none"> <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 style="list-style-type: none"> <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>

## ⊗ Ways in which you might use

- dealing with incoming mail and written requests
- researching and interpreting information for inclusion in media pieces

- producing newspaper articles, videos, films and radio programmes
- writing newspaper articles, scripts, plays, etc.

- working as part of a team
- working in public relations and dealing with the press and media
- presenting television or radio programmes

- researching topics for newspaper articles, television and radio programmes
- working with budgets, accounts and financial statement
- negotiating the allocation, price and sale of media time slots

- thinking creatively and using your imagination when dealing with problems and looking for solutions
- being able to organise and communicate information clearly and efficiently

## media studies

## 🔍 other skills

In addition to the specific skills you will develop whilst studying Media at Advanced level, you may also develop a number of other skills which will be extremely important, whether you go on to higher education or into employment.

### >Improving own learning and performance:

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- dealing with complex subjects
- checking understanding of work set and seeking clarification if unsure
- agreeing and setting targets and planning action
- following a plan to meet targets and making revisions to the plan as necessary
- checking progress with an appropriate person
- identifying any support needed and using it effectively

### >Working with others:

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- planning activities with others
- identifying and agreeing targets with others and checking understanding
- identifying and confirming responsibilities within the group
- agreeing working arrangements with those involved

### >Working with Information Technology:

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- deciding what, when and whether to use information technology
- selecting and using appropriate technological hardware and software to process data, prepare and present information
- identifying support needed and using it effectively

# Media Studies







## CAREER c-o-n-n-e-c-t-i-o-n-s

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. However, 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
P	General information on careers related to Media, Print and Publishing
PB	Journalism
O	Advertising
O	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

3

**Remember:** Advanced level course grades can be converted into UCAS points which count towards admission to university so it is important to choose subjects which reflect your interests and abilities

A = 120 points
B = 100 points
C = 80 points
D = 60 points
E = 40 points

# Thinking of doing **a** degree?



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

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.

## Media related degree courses

Other degree courses where Media Studies may be useful include:

- ⊕ Advertising
- ⊕ Acting
- ⊕ 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 [wwwucas.com](http://wwwucas.com)

## Media Studies FACTFILE

### Opportunities for Graduates

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

- ★ over 79% of graduates entered full-time 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.

## ...jobs



*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



## 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](mailto:aa@adassoc.org.uk)  
[www.adassoc.org.uk](http://www.adassoc.org.uk)
- ▷ British Broadcasting Corporation (BBC)  
Corporate Recruitment Services  
PO Box 48305  
London W12 6YE  
Email: [recruitment@bbc.co.uk](mailto:recruitment@bbc.co.uk)  
[www.bbc.co.uk/jobs](http://www.bbc.co.uk/jobs)

- ▷ British Film Institute (BFI)  
21 St Stephen Street  
London W1T 1LN  
[www.bfi.org.uk](http://www.bfi.org.uk)
- ▷ ITV Network Centre  
200 Grays Inn Road  
London W1CX 8HF  
[www.itv.com/jobs](http://www.itv.com/jobs)
- ▷ Market Research Society  
15 Northburgh Street  
London EC1V OJR  
020 7490 4911  
Email: [info@mrs.org.uk](mailto:info@mrs.org.uk)  
[www.mrs.org.uk](http://www.mrs.org.uk)
- ▷ Moving Image Society  
Pinewood Studios  
Iver Heath  
Buckinghamshire SL0 0NH  
01753 656656  
[www.bksts.com](http://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](mailto:info@nctj.com)  
[www.nctj.com](http://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](mailto:info@skillset.org)  
[www.skillset.org](http://www.skillset.org)