

KS4/5

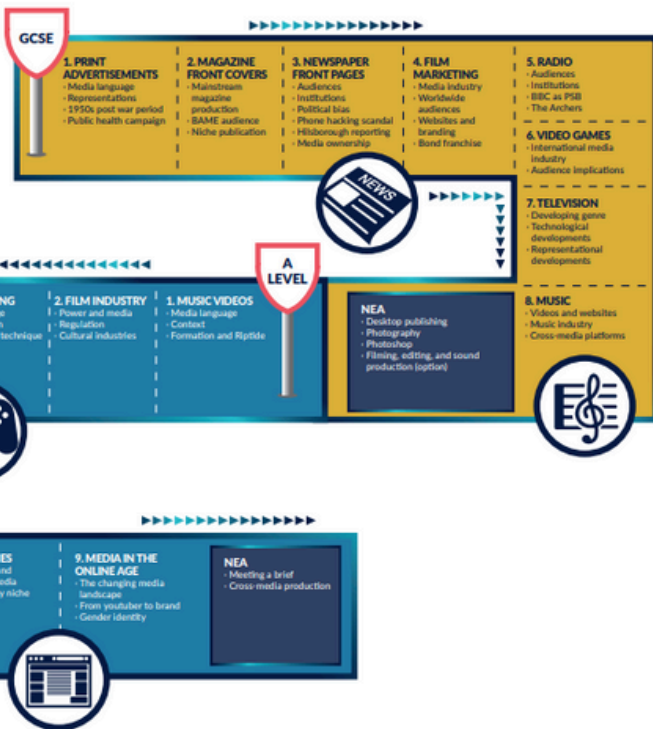


'The Aspiring Media Scholar'



**CHELTEMHAM
BOURNSIDE
SCHOOL**

MEDIA STUDIES



'The Aspiring Media Scholar'



Media Studies at A-level provides you with a framework for the analysis of just about any text that you might consider. The central premise of the subject is the deconstruction of the idea that the media simply reflects the world as it is – that what is presents is a true and objective statement of fact. Of course, what we get is only a version of reality, one that is a selective mediation reflecting the underlying purpose of the encoder.

We study a range of theorists, some of them presenting very complex ideas that reward detailed study in a way that allows you to make links across the whole curriculum. Baudrillard, for example, presents a bleak, nihilistic view of the media, one that we can apply to the exponential growth in content afforded by technology. Baudrillard refers to “an ecstasy of communication”, with media permeating every aspect of our lives.

The domination of the internet by commercial interests means that we cannot escape advertising – we are held in a hypnotic state of “superficial saturation and fascination”, unable to make meaning of content that moves so quickly in such quantities. Against this, we have theorists who present a much more encouraging outlook – both Jenkins and Shirky are cyboptimists, seeing the potential of the internet for citizens to create their own content and to form online communities quite apart from the concerns of mainstream media.

Gauntlett sees the media as moving away from singular, straightforward ideas of identity in the past into a huge range from which audiences can pick and mix their influences and role models.

“We had the experience, but missed the meaning / And approaching the meaning restores the experience / In a different form.” TS Eliot – he didn’t do media at A-level, but he’s so good he pretty much nailed the subject back in 1941!

Mr Watts

Head of Film & Media

Reading list



Media Theory for A Level: The Essential Revision Guide

Mark Dixon - ISBN 9781032421025.

This is the core textbook for the course. You will have a copy to borrow, but having your own means you can annotate it (and get ahead of the classroom activities, too), This is the key to getting A and A* grades.

Introducing Postmodernism: A Graphic Guide (Graphic Guides)

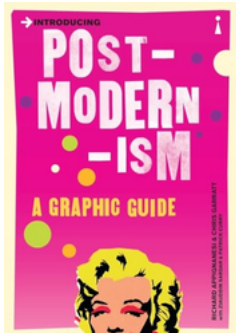
Chris Garratt and Richard Appignanesi - ISBN 9781840468496

Of every textbook I've ever read, this is the one I keep coming back to. It explains complex ideas in a way that is understandable, but also in a way that allows you to link specific ideas to the whole context of human existence. Hang on, I'm going to look at the bit about painting and science searching for a unifying theory to explain everything again right now!

Media Studies: Text, Production, Context

Paul Long and Tim Wall ISBN: 9781408269510

A useful general resource.



Competitions



The Eduqas/WJEC Moving Image Awards

The Moving Image Awards, which launched in 2014 in collaboration with the British Film Institute, recognises and celebrates the best moving image productions from students undertaking WJEC Eduqas qualifications in Film and Media across the UK. The 2025 categories included Short Film, Music Video, Screenplay, Film/TV Extract, Animation, One to Watch and the Student Jury Prize.



FilmCheltAcademy

FilmCheltAcademy work closely with Bournside and other Cheltenham schools, along with the University of Gloucestershire and the Cheltenham Education Partnership, to provide opportunities for young film makers to attend workshops and masterclasses with film professionals from a range of disciplines within the industry. Through these sessions students learn from current filmmakers, gaining skills to help them to forge careers in the film industry.

A number of specially selected films produced by students studying film making and media are screened as part of the Cheltenham Film Festival each October.

Listen and Watch



Podcasts



The Rest Is Entertainment - [Apple Podcasts](#), [Spotify](#)
Richard Osman & Marina Hyde go into the deeper cultural relevance of TV, movies, and pop culture.



Pilot TV - [Apple Podcasts](#), [Spotify](#)
The television podcast from the people who make Empire film magazine – it's great!



BBC Radio 4 - The Media Show
An amazing free resource keeping you up-to-date with news and trends in the media.



BBC Sounds - Woman's Hour
One that we study, give it a listen regardless of gender, it's really good!



The Adam Buxton Podcast
Podcast on Spotify funny and interesting

Listen and Watch



Films/YouTube/TV



WJEC Moving Image Awards - YouTube

You'll find lots of examples of excellent student work here.



FilmSound.org - What is Music Video

Article on music video: Audio-visual poetry or a commercial salad of images? By Sven Carlsson.



Mrs Fisher - YouTube

She is just amazing – every student in the country must know her! The exam board provides a fact sheet for each text, but she manages to summarise it and add key pointers in a really accessible way for your revision.



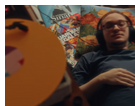
Sam Fender - Seventeen Going Under (Official Video)

Just by way of example – you will find textual elements to study for all of the texts, whether it's music video, clips from 'Peaky Blinders', trailers for 'Black Panther', news from 'The Daily Mirror's website or coverage of the Paralympics, you will find ample resources to expand your studies.



Tutorials on DaVinci and film form

DaVinci Resolve Beginners Tutorial 2025: Edit like a PRO for FREE! This is one of absolutely hundreds of videos. Using these is the best way to develop your skills beyond those allowed within the constraints of lesson time. Introduction to EDITING THEORY Continuity Editing, Montage, the Rule of Six, and MORE! Editing is key to understanding the unique nature of film language, we'll concentrate on this in class.



This is How You Practice Cinematography (All By Yourself)

Useful examples of "making the ordinary extraordinary" by making use of the camera's eye rather than the way we perceive the world from our own eyes.

StudioBinder - Youtube

Studio Binder has some excellent videos:

- **Ultimate Guide to Diegetic vs Non-Diegetic Sound**
Definitions, Examples, & How to Break the Rules
- **What is Mise en Scene - How Directors Like Kubrick Master the Elements of Visual Storytelling**

Listen and Watch



Social media

@thetimes / X

One of the news sources that we study

@DailyMirror / X

and this is the other one!

@theblackpanther / X

look at this as typical of Hollywood blockbuster promotion

@sam_fender

Instagram photos and videos artist promotion

Assassin's Creed Valhalla

Twitch familiarise yourself with some gameplay – Eivor is our main focus

@kenloachandsixteenfilms

Instagram photos and videos typical of independent film production site – we study 'I Daniel Blake'

@peakyblindersofficial

Instagram photos and videos Lots of PB stuff! Familiarise yourself.

KSI

You'll probably know him from youtube already, plus short form content on TikTok. Keep up to date with what he's doing (selling)

Work Experience and Events



You will probably know that Bristol and Cardiff are important hubs for television and film, but you might be less familiar with the number of smaller, independent production companies in and around Cheltenham.

It is difficult to get work experience with smaller companies, but do be encouraged that production jobs are out there!

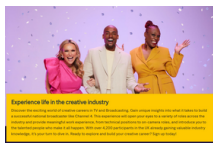
Students do get work experience, however, with a Film student being able to apply her editing skills on a recent placement as the company used DaVinci!

Work Experience and Events



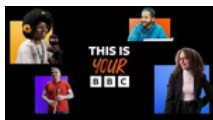
Broadcast & Media | Springpod

From writing those cliff-hangers on a hit series to presenting live on air, this module will introduce you to the exciting world of television!



4Skills Work Experience

Set by our teams across Channel 4. This programme will be open to anyone 14+ years old, based in the UK and interested in gaining an in-depth understanding of the UK media industry.



Get In Taster Experiences | BBC Early Careers

Offers you the chance to explore the different career paths the BBC has to offer and to find out if our organisation is somewhere you'd like to work in the future.



Work Experience - Lansdown Hall & Gallery

in the past we've been able to offer exciting opportunities for live design projects, work around the film festival and the Community TV awards and assisting exhibitors in our popular Gallery.



Cotswolds Radio

Local or hospital radio is a good way to get experience of being a presenter.



How to Find Media Work Experience | Success at School

Jobs are highly competitive and many media professionals have university degrees – which makes media work experience really important if you want to get a head start in the industry.



The Careers Team at Bournside deliver regular Inspire Breakfast Lectures. Open to students in Year 10 - 13, these business-focused breakfasts invite speakers from all corners of industry to share their professional experiences and valuable insights with Bournside students over breakfast; opening our eyes to the opportunities available across many industry sectors.

Take a look at upcoming speakers and reserve your space here.

