



Supporting Careers Education in Media Studies

The following careers link with the teaching and learning of each key stage across the curriculum

Key Stage 4	Key Stage 5
<p>Marketing Manager The Component 1 study of Advertising and Marketing will allow students to demonstrate skills of enquiry, critical thinking and analysis, they will analyse and compare how media products construct and communicate meaning and generate intended interpretations and responses and respond through discursive writing to show knowledge and understanding of media issues. These skills directly relate to the role of a marketing manager who has a way with words and a head for business. They understand the benefits of products, services as well as features and have good listening and communication skills.</p> <p>Radio Announcer The NEA practical production provides students with many key skills related to a job in radio presenting. Students develop practical and decision-making skills, are able to apply knowledge and understanding of media language and representation to a media</p>	<p>Copy Editor/Sub Editor Attention to detail and a logical mind are prerequisites for the role of a sub editor on a newspaper or other publication. Via A Level Media studies students are now familiar with design software like Photoshop & Indesign, the intensive expectations around writing essays for the component 1 and component 2 papers enable excellent knowledge of grammar and spelling and the NEA practical production will prepare students to pay attention to fine detail within the editing process.</p> <p>Copywriter A Level Media students fine tune their analysis and understanding of the skills required to produce advertising and marketing products promoting products or services. The job of a copywriter requires creativity and a head for organisation as well as commercial sensitivity. Students have learnt how to write convincingly and persuasively, a key expectation within this vocation.</p> <p>Vlogger The component 2 paper - section C 'Online Media', provides students with an opportunity to learn about the role played by social media channels and websites in the media today, exploring the way</p>

Key Stage 4

production and use media language to express and communicate meaning to an intended audience. Practically, specific skills attached to radio presenting also link to the GCSE curriculum, such as an excellent speaking voice, the ability to get information across succinctly and clearly and reading documents with precision. They are also able to manage their time well and listen actively to what guests are saying without interruption.

Web Developer

Section B of the Component 2 paper provides a great link to vocational roles within web development. For example, learners are required to study the design of the home page, including its use of images and topical material, links to other content, including audio-visual material and music videos, interactive links, including to social and participatory media. The role of a web developer is about ensuring websites function correctly and create the right user experience, which plays an important role in our study.

Social Media Manager

Also, within the study of Component 2 Section B - students learn about the role played by social media channels and websites in the media today, exploring the way in which these convergent media platforms increasingly overlap, as well as investigating the potential that they offer for self-representation. A social media manager requires relevant skills such as copywriting, design and graphics that are balanced with creativity, confidence and an understanding of customer services. A social media manager must understand how people will react to social media.

TV Presenter

The NEA practical production will enable students to enhance their skills within public speaking and presenting. A TV presenter is someone who excels at English and is a natural communicator. In the same way students are able to listen and rehearse their interview

Key Stage 5

in which these convergent media platforms increasingly overlap, as well as investigating the potential that they offer for self-representation. The changing relationship between media producers and audiences are considered, as learners examine the idea that media consumers have now become producers who regularly and actively participate in the creation and dissemination of media content online. A Vlogger is creative but also technically adept at using platforms like Youtube. They are a master of editing tools - which of course we use within the NEA practical production in the course.

Digital Journalist

Within the component 1 study of Newspapers, students build up their knowledge and understanding of key aspects of media industries, including the significance of ownership and funding, the role of regulation in global production and distribution, the impact of digitally convergent platforms and the effect of individual producers on media industries. This robust knowledge of the laws surrounding regulatory bodies such as the ASA and IPSO will enable students to flourish as a journalist.

Internal Communications Manager

Section A study within the Component 1 paper, will enable students to analyse critically and compare how media products, including products outside the commercial mainstream, construct and communicate meanings through the interaction of media language and audience response. Students will use a range of complex theories of media studies and use specialist subject specific terminology appropriately in a developed way, they will learn skills around debate & key questions relating to the social, cultural, political and economic role of the media through discursive writing and will also learn the skills required to construct and develop a

Key Stage 4	Key Stage 5
<p>techniques and collaborate with peers. This is recognised as a skill required within presenting as there is collaboration with researchers, fellow presenters and the production team.</p>	<p>sustained line of reasoning which is coherent, relevant, substantiated and logically structured in an extended response. All of these components will provide students with the skills needed to be a strategic thinker who can plan how an organisation can best communicate with its employees.</p>