

Sixth Form

COMMUNICATION & CULTURE – STUDENT GUIDE FOR ADVANCED SUBSIDIARY GCE

DURATION

This AS course runs for one year.

INTRODUCTION

Communication and Culture is an exciting new course that will get you to step outside the classroom and examine and study your own cultural context including: media, music and with real everyday issues that effect each of us.

This course will help if you are interested in a career in Marketing, Public Relations, Advertising or Journalism. It is also an A-level that fits very well alongside many other A-levels including Media, Film, Sociology and English.

CONTENT

The course has 2 modules at AS-level, one assessed through examination, and one is assessed through a piece of coursework.

You will cover

What do we mean by communication? What do we mean by culture?

How do the two come together to create a sense of our identity in a modern cultural context?

We will look at our own society and relate our own experiences to our study. In particular during the coursework component of the AS you will be asked to explore your own social and cultural context.

Unit 1

At AS-level you will deconstruct a wide range of media based texts. You will also look at interpersonal, intrapersonal and group communication. This means exploring and examining non-verbal communication, different aspects of body language, and how groups interact, using a range of different theories. You will also study and evaluate key debates around cultural value; including the high versus popular culture debate.

Unit 2

For your coursework project you will have the opportunity to create an independent piece of study around a subject either from the real world or from a media context. You will examine what makes effective communication, and why and how communication can fail.

The coursework folder has 3 components:

- An Investigation
- An Exploration
- A Visual Project, which may be in the form of a short film or photo-story

FUNCTIONAL SKILLS

Functional Skills are a compulsory part of all Sixth Form Centre courses. Students set targets to improve their skills, and gain qualifications, in English, Maths and/or IT. The Functional Skills and levels taken are based on initial assessment and previous GCSE results. There is a particular emphasis on skills required for Communications and Culture. Students build up a folder of evidence from their vocational work and may be required to sit one or more tests.

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TEACHING METHODS

There will be interactive lectures and practical lessons which will involve group debate. As you build your coursework folder you will have one to one support sessions and will be encouraged to participate in class discussion and develop high level communication skills.

ASSESSMENT

Assessment will be in the form of an external exam in January and also by internal assessment which is completed by the Summer term. The internal assessment will entail a mixture of practical and theoretical work which will create a coursework folder.

QUALIFICATION GAINED

You will gain an AS qualification in Communication and Culture, you will then have the opportunity to progress onto second part of the A-level course. To make this progression you will need to attain a minimum of a grade D in the AS component of the course.

OPPORTUNITIES FOR PROGRESSION

With a qualification in AS Communication and Culture you will have the necessary skills to go onto a course in Higher Education. It is a flexible A-level qualification which would be useful in a wide range of professions where good communication is essential: marketing, public relations work, teaching, nursing among many others.

ENTRY REQUIREMENTS

The minimum requirement for this course is 5 GCSE subjects at C grade or above including English Language.

HOW TO APPLY

If you would like to apply for this programme, please complete a college application form and return it to us. We will then arrange for you to attend one of our Choice and Admissions events, where you can meet college staff and discuss your application. Subject to the outcome of this, a place will be reserved for you at the next intake.

FOR FURTHER INFORMATION

Please contact the Information and Advice Centre on 0121 483 1111, call in or go to www.bournville.ac.uk

Ref (SF020) 03/10