

Media Studies

Qualifications

Exam board: AQA 7572

A Level (Two Year Course)

Entry Requirements

A minimum of 5 passes at grade 5 or grade C (including English and Maths). A minimum of a grade 6 in English is recommended. A grade 5 will be considered with a 6 in the reading aspect of the English Language paper.

Skills Required

To complete this A Level you will be expected to engage in the study of a mix of theory and practical application, covering a broad range of subjects and developing core skills in critical analysis; research; flexible, creative and independent working practices and the ability to work to a brief and meet deadlines.

You need to be intrigued by the world around you and interested in how that world is being presented to you by the media. The course will require you to consider media representations with reference to social, cultural, economic, historical and political beliefs and ideologies, an interest in these areas will be an obvious benefit. It is essential that you are able to read a variety of media texts analytically and critically.

Course Outline

The A Level course is structured around a core content that covers:

Media Language, Media Representations, Media Industries and Media Audiences.

You will be required to study media products from all of the following media forms:

- audio-visual forms (TV, film, radio, advertising and marketing, video games and music video)
- online forms (social and participatory media, video games, music video, newspapers magazines, advertising and marketing)
- print forms (newspapers, magazines, advertising and marketing)

You will complete two examined assessments:

Paper One - Issues and Debates: You will apply your knowledge of Media theories to critically explore the ideas presented in a selection of pre-released exam materials. (35% of total A Level grade.)

Paper Two – Analysing Media Products: You will be provided with six CSPs (Close Study Products) that cover media texts that reflect: a range of historical and global settings (including at least one text for a non-English speaking audience); social, historical and culturally significant ideas; the needs of different intended audiences (including commercially mainstream and minority or niche audiences); and demonstrate emerging developments and the future of the media. You will need to apply theories, research and your understanding of the context of production to your analysis of these CSPs. (35% of total A Level grade.)

The final assessment is a Non-Examined Assessment: Creating a Media Product (coursework). You will be asked to create cross-media products that fulfil a brief and address the needs of an intended audience. (30% of total A Level grade.)

Student Testimony

“It opens your eyes and makes you see the world differently.”

“I like that we get to choose our own media topics.”

Career Paths & Degree Courses

Media Studies provides a useful foundation for any degree in the arts or business. Skills developed provide a firm foundation for study at higher education level and the areas of study provide a good background particularly for careers in journalism, advertising, marketing, television, PR or training.

Year 12 and 13

Issues and Debates

Written examination 35%

Analysing Media Products

Written examination 35%

Creating a Media Product

Coursework