

# Media Studies



## Why Study A Level Media Studies?

- Comprehensive and integrated coverage of media theory and practice.
- Focus on new technologies
- Covers audiences as both producers and consumers of media texts.
- Production in both Year 12 and 13.
- Opportunities for students to investigate what interests them.
- Choice of cross-media studies.
- Prepares students for progression into work or higher education in a range of media-related areas.

## Course Content

The first year of A Level study will include two units.

Investigating the Media (Unit 1), which requires candidates to carry out a cross-media study for an unseen examination.

Creating Media (Unit 2), during which candidates will produce two media productions in two of the three different media platforms, with an evaluation of the productions, including a consideration of the use of the third media platform.

Both units require candidates to look at cross-cultural issues where appropriate.

Areas Covered:

Media Concepts

- Media Forms
- Media Representations
- Media Institutions
- Media Audiences

Media Platforms

- Broadcasting
- Digital/web-based media (e-media)
- Print

**Assessment**

The subject is assessed through a combination of coursework and final exams taken at the end of each academic year.

**Exam Board**

AQA

**Progression**

The skills developed in Media Studies will provide students with a wide range of career and further education opportunities. Students of Media Studies are equipped for a range of employment opportunities including Media planner, Multimedia specialist, Programme researcher, broadcasting/film/video, Public relations officer, Producer, Journalist, Market Researcher and Advertising account executive. The skills developed at A level include research, critical thinking, creativity, cultural awareness and use of a range of media platforms and are not just applicable to the Media industry but are greatly valued by any employer.