

Media Studies - A Level

Contact Person: Miss G Britton

Course Outline:

A Level Media Studies engages you in the academic in-depth study of media products in relation to four key areas: Media Language, Media Representations, Media Industries, Media Audiences.

You will study the following media forms:

Television, Film, Radio, Newspapers, Magazines, Advertising and marketing online, Social and participatory media, Video games, Music videos.

You will also explore these media forms in their cultural, social, historical, economic and political context; exploring why these products are the way that they are and what messages they give us about the world.

Assessment:

Paper 1 - Questions will focus on advertising and marketing, music video, radio, newspapers and film.

Paper 2 – Questions will focus on magazines, online, social and participatory media and video games.

Both exams are 2 hours and are each worth 35% of the A Level grade. There is a variety of question types and length. You will answer questions about unseen texts as well as a wide variety of media products set by the exam board that we will study in advance of the exam.

Non-Exam Assessment: Choice of 6, annually changing briefs set by the exam board. You will create a cross-media production (more than one media product, e.g. a film trailer and website) for an intended audience.

Skills/Aptitudes Developed/Required:

You will need to be interested and excited by the media. You will enjoy debate and discussion about theories and ideas related to the media. You will develop analytical and research skills. You will need practical media skills or a willingness to develop them.

Additional Considerations:

Grade 5 in English GCSE. You must also complete the holiday task set in Induction Week. You do not need to have done GCSE Media Studies. You do not need to own any specialist equipment. You do not need to be an ICT/technical wizard to take this course.



Progression Post-18

About 1 in 8 UK businesses is in the creative industries – advertising, social media, film and TV, video games etc

- Every company has some form of media presence – social media, website, advertising and marketing, etc
- The media industry generates £13.2 MILLION every hour
- There are over 2.1 million jobs in this sector and the industry is growing at a far higher rate than other traditional industries

Career progression paths can vary from continuing to study Media Studies at Degree level to Advanced Apprenticeships inside the industry. Previous students have gone onto study a range of degree courses including film, media, graphic design and event management. We even have one previous student who now works in the independent video game industry!