

## MEDIA STUDIES - A LEVEL

<b>Course Content</b>
A linear course, that includes the study of these key concepts: 1. Media language 2. Media representation 3. Media industries 4. Media audiences
<b>Teaching and Learning</b>
Students are required to study media products from all of the following media forms: <ul style="list-style-type: none"><li>• audio-visual forms (TV, film, radio, advertising and marketing, video games and music video)</li><li>• online forms (social and participatory media, video games, music video, newspapers, magazines, advertising and marketing)</li><li>• print forms (newspapers, magazines, advertising and marketing).</li></ul> Students undertake at least one cross-media study and must study at least one example of a media product from each form. There are opportunities to attend extra-curricular visits, such as the Coronation Street set, Harry Potter Studios and the National Media Museum in Bradford, where a variety of exciting practical workshops such as animation, feature film and journalism will be offered.
<b>Assessment</b>
<b>Paper 1:</b> Written exam: 2 hours 84 marks 35% of overall A-level grade A focus on issues and debates in the media. Students will be expected to use any relevant elements of the theoretical framework in order to explore the ideas in the paper.
<b>Paper 2:</b> Written exam: 2 hours 84 marks 35% of overall A-level grade Questions will focus on the analysis of media products, through the lens of the theoretical framework. Students will be expected to refer to the Close Study Products (CSPs) and other products they have studied. They will also be expected to demonstrate understanding of the contexts in which the products were created.
<b>Non-exam assessment: Creating a media product</b> 30% of overall grade
<b>Progression</b>
This course provides excellent networking opportunities for students wishing to embark on a broadcasting career in the future. Media studies naturally leads to careers in journalism, marketing, advertising or public relations. But an awareness of how the world of media works can also support other careers, such as social work, law, medicine and education. By knowing how the media operates, you'll be able to decode messages more skilfully, and engage with other topics.
<b>Entry Requirements</b>
GCSE Grade 4 or above, GCSE English Language Grade 4 or above
<b>Examination Board</b>
AQA
<b>Further Details</b>
Miss V McGhee, Mr C Walker