

Media Studies

AQA
Course Tutor
Mr S Cain

| Category | Information |
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| Course entry requirement | General A level entry requirements plus a grade 5 or above in Media Studies will be accepted. However, should a candidate not have studied Media Studies at GCSE but achieved a grade 5 in English Literature or Language – this will be sufficient. |
| Course Description | <p>This is a two-year A Level course which covers all of the key concepts associated with Media Studies: audience, representation, media language and industries.</p> <p>In the first instance, students study how representations (stereotypes, etc.) are built and reinforced through the media and how audiences are targeted and profiled. We also study how audiences react to what they see in the media and how they participate.</p> <p>Secondly, we study how the media sends us messages across different platforms and how those messages are 'coded' with dominant ideas and values.</p> <p>We also study the media as an industry: power relationships, censorship and ownership, changes in technologies and so on.</p> <p>In the two years, we cover: advertising & marketing, music video, television, radio, social & participatory media, film and gaming.</p> |
| Coursework | Students create their own visual production in response to a chosen brief. They need to target a particular group and prove how this has been done successfully throughout. Productions can be linked to the music industry, film industry, video game etc. Coursework accounts for 30% of the final assessment. |
| Final Examination | Assessment takes place at the end of the two year course where students will submit their coursework assignments and sit their public exams. The exams constitute 70% of their overall assessment. There are two, two-hour exams to be taken. Paper one deals with representations and media language whereas paper two deals more with audience theories and the industry context. |
| Post 18 Opportunities. | Media Studies is one of the most rapidly evolving and prevalent subjects with new careers in the media emerging frequently. From more traditional industry careers such as journalism and broadcasting to more contemporary careers in marketing; advertising, social media and public relations, Media Studies provides a solid base of knowledge and lessons in critical understanding |