

6

FORM

Advanced Level

MEDIA STUDIES



Subject Information Sheet



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Course Aims:

Are you a Netflix binge watcher, vlogger, gamer, social networker, or simply a casual media consumer? Whatever your relationship with the media is, you will benefit from the insight, knowledge and skills that a Media Studies course can provide.

This is a challenging subject in which you will examine online media, magazines, institutions, audiences, drama, advertising, and marketing critically and analytically. It would suit those with an academic background, and would complement any subject combination, including Psychology, Sociology, and Politics.

Course Content and Assessment:

Paper 1 examination: 35% of A Level Exam
Questions will focus on issues and debates in the media. A topic will be released in advance of the exam.

Paper 2 examination: 35% of A Level Exam
Questions will focus on the analysis of media products, through the lens of theoretical framework. Students will be expected to refer to the Close Study Products (CSPs) that are provided by AQA and other products that they have studied. Students will be expected to demonstrate an understanding of the contexts in which products were created.

Coursework: 30% of A Level
Students will be required to independently create a media product in response to a brief set by AQA. The product can be in any of the following formats: video, print, digital.

A Level Overview:

This A Level will engage you in the in-depth study of media products in relation to the four areas of the theoretical framework:

- media language
- media representation
- media industries
- media audiences

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

- television
- film
- radio
- newspapers
- magazines
- advertising and marketing
- online, social and participatory media
- video games
- music video

Learning Methods:

The course will offer you opportunities to view, evaluate and analyse a variety of media products, and develop practical skills spanning a range of media forms. You will have access to contemporary, diverse topics and experience varied and engaging content.

A level Media Studies will provide you with transferable skills for future careers and experience that prepares you for the future.

Career Opportunities:

On completion of this course, you could pursue a range of careers including Advertising, Marketing, Public Relations and a range of roles in video/TV/film production, as well as the expanding social media landscape.

Web design and development professionals can earn an average salary of £33,280.

Entry Requirements:

Due to the nature of the course you should achieve a minimum of a Grade 4 in English.

You should have a strong overall GCSE profile.

Staff Contacts

Mrs McCarthy - Assistant Headteacher Key Stage 5

Mrs Boyton - Student Development Champion Key Stage 5

Miss Ali - KS5 Subject teacher



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