

A Level Media Studies

Course introduction

The AQA course aims to make students look differently and more critically at the media. We now live in a world where we cannot escape the media. Indeed, one of the main appeals of Media Studies is that the content of the course is based on media texts that are part of the contemporary media landscape and you will be looking at these texts with an analytical perspective. You will be analysing a wide range of media texts from television, radio, newspapers, magazines and the internet. So, if you enjoy such texts and also an opportunity to create media products themselves then perhaps this would be the ideal course. One of the most exciting parts of the course is the active part students will be playing in planning and creating media texts as individuals and as groups. If you wish to pursue a career in any aspect of the media, then you would find this course beneficial. Many students who have pursued the course have gone on to study degrees in Media, Communication Studies, Advertising and Marketing and Journalism. Media Studies is also about communicating and so is useful to any career.

Course Content:

Analysis of:

1. Media language
2. Media representation
3. Media industries
4. Media audiences

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

- Television
- Film
- Radio
- Newspapers and magazines
- Advertising and marketing
- Online, social and participatory media
- Video games
- Music video



Assessments: Paper 1 is an exam of 2 hours and is worth 84 marks and 35% of the final A Level. Students will be given an argument/issue/debate, based on a media theme and must answer two short questions based on this theme, followed by two questions assessing in depth knowledge of the two remaining areas of the theoretical framework.

Paper 2 is also 2 hours and worth 84 marks and 35% of the final A Level. Students will have to have undertaken Close Study Products (CSPs). The exam will test contrasting points of view relating to a particular CSP via short answer questions which assess the breadth and depth of knowledge of aspects of the theoretical framework in relation to particular media products. There will also be two further questions assessing depth of knowledge of the theoretical framework and/or contexts in relation to media products.

Coursework is worth 72 marks and 30% of the final A Level. Students produce a statement of intent and cross-media products made for an intended audience.

Where does it lead? An A level in Media Studies will open many doors to a career in the media and to Higher Education courses in Media Communication, Advertising and Marketing and Journalism. For Further information, please contact Mr Curtis

