

Media Studies

Awarding Body: AQA

Course Content and Examination Requirements

Media Studies encourages students to develop their interest in the media through investigating the contemporary media landscape. It also allows students to develop their ability to engage with the four key media concepts and three media platforms: Broadcast, e-Media and Print.

The AS course introduces students to an understanding of cross-media study and cross-cultural issues which enables them to use these in the creation of their own media productions. The A2 encourages students to demonstrate, develop and formulate their understanding of the media and its influential role in today's society as well as debating major contemporary media issues. Students will create their own media practical production pieces at both AS and A2 level.

All units require candidates to look at cross-cultural issues where appropriate.

Year 12	Year 13
Unit 1 Cross-Media Study Externally assessed cross-media study for an unseen examination. The study will include close analysis of the four key media concepts: Media Forms, Media Representations, Media Institutions and Media Audiences. Students will also consider media theories.	Unit 3: Media Critical Perspectives Externally assessed cross-media study for an unseen examination. The study will include close analysis of representations in the media and the impact of new/digital media. Students will also consider media issues and debates, theory and wider contexts.
Unit 2 Media Production Internally assessed media productions in two of the three media platforms: Broadcasting, Digital/web-based media (e-media) and Print. This will include an evaluation of the productions, including a consideration of the use of the third media platform.	Unit 4: Media Research and Production. Internally assessed critical media investigation and linked media production piece. The research and production will include an investigation of a media theme/text in depth and the creation of a production piece reflecting this research.

Comparison with GCSE

The course builds on some of the skills learned for GCSE Media Studies but, as part of the course is devoted to specific learning about cross-media study, cross-cultural issues and critical investigation of the media, this course is significantly different to GCSE.

In order to cope with the demands of the course it is necessary to have **at least grade B in English** at GCSE and, preferably, a GCSE in Media Studies. All candidates must have a proven interest in the media and be prepared to meet deadlines for coursework **without fail** as the coursework component is substantial.

Relevance to Further Studies and Careers

Good analytical skills will be an asset to any career and will help students in any media-based career or any other related career such as advertising, marketing and public relations. This course will give students the understanding they need to study Media Studies, Media Production, Broadcast Media, Film Studies or Journalism at university level.

Further information: Mrs J Adamson