

Media Studies

What will I learn?

Global media corporations are the lifeblood of all industry. Through advertisements, broadcasting, films and audio it is also one of the most diverse and interesting independent industries. Advertising budgets reach billions of pounds and filming/recording/design employs millions all over the globe. where does that money go and how does it all happen? On the A Level Media Studies course you will look at the broad range of the Media Industry as well as the create your own portfolio of Media products.

What can I do next?

With an A Level in Media Studies you will be able to apply for higher level Media-related courses at university or college (such as and BA or BTEC Level 4/5) or, alternatively, it will give you the required skills to look into initial employment within the Media Industry or an apprenticeship.

Whether you want to be the brains behind the scenes of film and music, or you want to make a difference as a broadcaster or journalist, a degree in media studies will give you a shot at a number of different careers.

You can also use your media skills to investigate and analyse the theory of media studies, helping businesses and organisations predict the outcome of news items and current affairs. By looking at the history of media studies and its place in society and culture, you can help design public health campaigns, or advise on communications for big businesses.

Further course content

The A Level course contains 4 areas:

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

There are 3 forms of assessment

Media One (2 hours written exam; 35% of the A Level)

Section A will focus on Media Language and Media Representations. Questions in this section will test the following forms:

- advertising and marketing
- music video.

Summary

Level: Level 3

Duration: 2 Years

Qualification:
A Level Media Studies

Entry Requirements:
Minimum of a Grade 5 in English Language and a Grade 5 in GCSE Media Studies. Students do not have to have taken the subject at GCSE level but should be able to demonstrate strong linguistic or literacy analysis skills (i.e. a Grade 6 in English).

Section B will focus on Media Industries and Media Audiences. Questions in this section can test any two of the following forms:

- radio
- newspapers
- film (industries only)

Assessment

- A range of questions relating to an unseen source and Close Study Products.
- Two essay questions (20 marks), one of which is an extended response question.

Media Two (2 hours written exam; 35% of the A Level)

Questions will focus on the in-depth media forms of television, magazines and online, social and participatory media/video games

Assessment

- One medium length unseen analysis question.
- Three essay questions (25 marks), one of which is an extended response question and one of which is a synoptic question.

Non-exam assessment: Creating a cross-media production (30% of the A Level)

A choice of one of six annually changing briefs, set by AQA. Assessed by teachers and moderated by AQA

Students produce:

- a statement of intent
- a cross-media production made for an intended audience



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