



A-Level Media Studies

AQA: Advanced Media Studies 7572

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Course Outline:

A-level Media Studies engages students with the in-depth study of media products, such as; television, film, radio, newspapers, magazines, advertisement and marketing, video games, music videos and online, social and participatory media.

This course will require students to study these media products in relation to the four areas of the theoretical framework:

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

Over the course of two years, students will prepare to sit two examinations- Media One (2 hours written) and Media Two (2 hours written).

As preparation, students will be provided with a range of unseen media texts, from a variety of different forms, in which they will be expected to apply all four areas of the theoretical framework. As well as unseen texts, students will also be given a list of close-study texts to analyse and deconstruct, provided and reviewed annually by AQA.

Whilst studying these media texts, students will also be expected to closely analyse and compare media products in relation to relevant key social, cultural, economic, political and historical contexts.

In addition to the two examinations, knowledge and understanding of the theoretical framework should be developed through the practical analysis or creation of media products, therefore students will be expected to complete a non-examination assessment unit in which they will apply their knowledge to create their own media product in response to a brief set by AQA.

Assessment Framework:

Year 12

Media One (35%) focus on Media Language and Media Representation, applying these particularly to the Music Video and Advertising and Marketing close study texts, as well as unseen texts.

Media One focus on Media Industries and Audiences (35%) particularly the Radio, Newspapers and Film (industries only), close study texts, as well as unseen texts.

Year 13

Media Two (35%) focus on all of the theoretical framework, with particular emphasis on the television, magazines, online, social and participatory media and video games close study texts, as well as unseen texts.

Non-examination assessment (30%)- students to respond to a set AQA brief which is reviewed annually by the examination board.

Course Entry Requirements:

Media Studies 6
Or
English Language or Literature 6

Why Study A-Level Media Studies?

Media Studies develops an awareness of how multi-media techniques influence behaviour in an audience and society as a whole. It will support future progress into careers in marketing, advertising and business as well as the media industry. It is also a highly analytical subject developing many transferrable skills.