

Media Studies

Course Type: A-Level

Exam Board: EDUQAS

Course Entry Requirements: Standard (5 GCSE subjects at a minimum grade 4 or the equivalent including Maths and English)

Why Study Media?

The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media has a real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase. In a media-dominated world, this subject has the power to place you at the forefront of understanding the ever changing digital world around us.

What will I study?

This A Level Media Studies course is based on the theoretical framework for analysing and creating media, which provides you with the tools to develop a critical understanding and appreciation of the media. The framework consists of four inter-related areas; Media Language, Representation, Audiences and Media Industries. You will use this framework to study all aspects of the media, including Television, Advertising, Video Games, Newspapers, Radio and Music videos.

How will I be assessed?

The course has an element of non-examined assessment which makes up 30% of the qualification. This will be a practical production of a media product. The remaining 70% of the course is formally examined at the end of each year over two separate exams.

Additional information.

Key texts we will study;

- Formation, Beyonce (Music Video)
- Assassins Creed III: Liberation (Video Game)

- Late Night Women's Hour (Radio)
- The Times and The Sun (Newspapers)
- Straight Outta Compton (Film)
- Humans (TV)
- Vogue (Magazine)
- Zoella (YouTube)