

MEDIA STUDIES AS/A2

THE PROGRAMME

Studying A-Level Media will enhance your knowledge of the influence the media and cultural industry has on people's lives. You will benefit from analysing a range of media platforms, including the rapidly developing digital media. You will explore issues of representation in the media and the influence this has upon wider society. You will also be given the opportunity to take an active part in planning and creating media, developing media production skills and using industry standard software. You will be able to take advantage of the opportunity to research topics of interest to you, researching contemporary subjects across TV, film, news and music. The course is for two years and this qualification is linear. Linear means that students will sit all their exams and submit all their non-exam assessment at the end of the course.

The core content includes: media language, media representation, media industries and media audiences. Exam questions will focus on issues and debates in the media. Students will be expected to use any relevant elements of the theoretical framework in order to explore the ideas in the paper. Other questions will focus on the analysis of media products, through the lens of the theoretical framework. Non-exam assessment focuses on the creation of a media product demonstrating practical skills relating to a media format of their choice.

WHY STUDY THIS SUBJECT?

Media is extremely interesting and fun with a hands on approach (production of media). The content is very relevant to today and the world in which you, the younger generation live. Therefore, you will no doubt find it fascinating to compare a range of cultures across the globe; specifically how technology influences us and our behaviours (e.g. representations of different social groups and how these stereotypes influence the way in which we think/act. Media studies is beneficial on a wider contextual basis.

It will develop skills that will stand out in a UCAS application and when being interviewed for career opportunities. You will be encouraged to examine media texts across the platforms and to research current news affairs and the negative/positive influences they have in shaping identities. Furthermore, it will also develop your persuasive arguing skills, as you closely examine media texts and examples.



CAREER POSSIBILITIES

There is a plethora of career opportunities with Media Studies, for example; Multimedia specialist, writer, market researcher, TV/Film producer, programme researcher, Public relations, Advertising account executive, magazine journalist, editorial assistant, broadcast journalist and many more!