



# A Level Media Studies Course Outline

## Overview

Media Studies allows students to examine the influence of the mass media upon themselves and different groups of people. Through examining how the media work students also learn how to create their own media texts and evaluate the success and effect of these texts upon an audience. Students find the course interesting and stimulating as they learn to look at the world in a new way and realise how much they are manipulated by the media.

## Course Structure and Content

Students will study representation in the media; audiences and their response to media texts; the genre of texts; the narrative in media texts and the organisations that produce and distribute media texts. Students will learn about the following media industries in our society:

Television	Film and cinema
Radio	Popular music
Newspapers	Magazines
Advertising	Websites
Computer Game Design	Online media texts

## Assessment:

The course is 70% examination and 30% coursework.

COMPONENT 1:	MEDIA PRODUCTS, INDUSTRIES & AUDIENCES <i>Exam: 2 hours 15 mins (35%)</i>
COMPONENT 2:	MEDIA FORMS & PRODUCTS IN DEPTH <i>Exam: 2 hours 30 mins (35%)</i>
COMPONENT 3:	CROSS-MEDIA PRODUCTION <i>Coursework (30%)</i>

Examples of texts for study:

Advertising and marketing: Tide (print ad 1950's) / WaterAid (TV ad 2016) / Kiss of the Vampire (Film poster 1963)

Music video: Riptide-Vance Joy / Beyonce or Dizee Rascal

TV: (English) Life on Mars (Non English) The Bridge

Film Industry: Black Panther / I Daniel Blake

Radio: Late Night Woman's Hour

Newspapers: The Daily Mirror / The Times

Magazines: Print and online

Video Games: Assassin's Creed III – Liberation (2012)

Social Media: Blogs

## Entry Requirements

A GCSE level 5 in English is required. GCSE Media Studies is desirable but not essential.

## Career Opportunities

An AS/A level in Media studies carries the same value as any other option subject in terms of many university or employment requirements.

The course is particularly suited to anyone interested in a future career in journalism or a media orientated job.