

A-Level

Specification Number: 7572

Media Studies

Entry Requirements

Minimum of 5 9-5 grades / grade 5 (new grading structure) at GCSE or equivalent. Grade 6 or equivalent in English and ICT is preferred.

Course Description

The A Level Media Studies qualification is a two-year programme of study. The course comprises of 3 components; two exam based components and one coursework based component.

Learners will gain a developed understanding of the key theoretical approaches, theories, issues and debates within the subject, enabling them to question and critically explore aspects of the media that may seem familiar and straightforward from their existing experience. Building on this, learners will also extend their engagement with the media to the less familiar, including products from different historical periods and global settings, those produced outside the commercial mainstream and those aimed at or produced by minority groups, providing rich and stimulating opportunities for interpretation and analysis. The study of relevant social, cultural, political, economic and historical contexts further enhances and deepens learners' understanding of the media, as they explore key influences on the products studied.

Component 1: Media Products, Industries and Audiences (Exam)

In this component, learners will develop knowledge and understanding of key aspects of the theoretical framework - media language and representation – as an essential basis for analysing media products from a variety of forms. In addition, learners will study products from specific media industries and for specific audiences to develop their knowledge and understanding of those areas of the theoretical framework. Learners will also explore how media products relate to their social, cultural, historical, political and economic contexts. In this component, learners will develop their ability to use relevant subject-specific terminology and theories

Component 2: Media Forms and Products in Depth (Exam)

In this component learners are required to study three media forms in depth, exploring all areas of the theoretical framework - media language, representation, media industries, and audiences - in relation to audio-visual, print and online products.

The forms to be studied in depth are:

Television

magazines

Blogs and websites

Learners will explore these three media forms through close analysis of the set products, comparing their use of media language and the representations they offer in relation to relevant social, cultural, economic, political and historical contexts. Learners will study the role of media industries in shaping media products, as well as considering the way in which both mass and specialised audiences are targeted and addressed. Relevant and advanced theories will inform study of the set products and learners will reflect critically upon these theoretical perspectives. Learners should continue to develop their ability to use relevant subject-specific terminology in this component.

Component 3: Cross-Media Production (Coursework)

In this component, learners are required to apply their knowledge and understanding of media language, representation, audiences, media industries and the digitally convergent nature of the media in an individual production for an intended audience. The production must be based on two media forms and completed in response to a set brief. The precise requirements of the set briefs will be provided and learners will be required to create a production for a different intended audience and industry context. Learners must develop a response to the specific requirements of the given brief by selecting a genre/style (or topic/issue) appropriate to the specified intended audience and industry context for their cross-media production.

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Assessment

Component 1 - Written examination – 2 hours 15 minutes 35% of qualification 90 marks

Component 2 - Written examination: 2 hours 30 minutes 35% of qualification 90 marks

Component 3 - 30% of qualification 60 marks Non-exam assessment: internally assessed and externally moderated

Career Opportunities

Media	Multimedia Specialist	Programme Researcher
Public Relations	Social Media Manager	Producer
Web Content Manager	Advertising	Events Manager
Journalist	Information Officer	Broadcasting/Film

Exam Board Website:

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Course Details

For more information, please see Mrs H Potter

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