



## MEDIA STUDIES

### Course Information

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 have 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 and influence key aspects of society.

Rather than simply being a 'passive consumer', A Level Media Studies will give you the opportunity to develop a thorough and in depth understanding of how the media industry constructs messages for our consumption, using a comprehensive theoretical framework and a variety of advanced theoretical approaches and theories to support critical exploration and reflection, analysis and debate.

You will study a range of media forms; newspapers, magazines, film, music video, television, radio, online, advertising and marketing, social and participatory media and video games, in terms of social and historical context and a theoretical framework consisting of media language, representation, media industries and audiences.

In addition, the course has been designed to provide regular opportunities to creatively develop technical and practical skills to increase understanding and prepare for the practical element of the course.

### Component 1: Media Products, Industries and Audiences

Written examination: 2 hours 15 minutes. 35% of qualification.

Analysing Media Language and Representation

Understanding Media Industries and Audiences

### Component 2: Media Forms and Products in Depth

Written examination: 2 hours 30 minutes. 35% of qualification.

Television in the Global Age

Magazines: Mainstream and Alternative Media

Media in the Online Age

### Component 3: Cross-Media Production

Non exam assessment. 30% of qualification.

This practical assignment is an individual cross-media production based on two media forms in response to a choice of briefs set by the exam board.

### Career Pathway

This subject will be valuable in a number of different career paths and of particular benefit for those considering working in the creative industries including; advertising, film and animation, television and radio, graphic design, music and interactive/web design as well as marketing, events management and journalism.

This course complements Art and Design courses especially Graphic Communication, as well as English, Business Studies, Drama and Sociology.

Should you like to receive any additional information on this course please contact Mr Adrian Woodward in the Art and Design Department or Mrs Rebecca Jackson in the English Department.