

Media Studies

AQA 7571 | 7572

AS | A Level

Aims and Content

A Level Media Studies engages students in the in-depth study of media products in relation to the four areas of the theoretical framework: media language, media representation, media industries and media audiences. Students are required to study media products from all of the following media forms: television; radio; newspapers; magazines; advertising and marketing; online, social and participatory media; video games and music video. Not only will students understand the cultural, social and historical significance of different media products but they will be given the opportunity to reflect and illuminate the theoretical framework underlying the study of media together with the theoretical perspectives associated with them.

The course provides rich and challenging opportunities for interpretation and in-depth critical analysis, enabling students to develop a detailed understanding of how the media communicate meanings and how audiences respond. Students will learn about the emerging, future developments of the media. Additionally, they are given the opportunity to exam examples of media products they would not normally engage with for example:

- at least one media product produced before 1970
- at least one media product produced for a non-English speaking audience
- at least one media product produced outside the commercial mainstream
- at least one media product targeting, or produced by, a minority group.

Assessment

AS: 1 written exam (70%) - 2 hours 30 minutes + 1 non-exam assessment (30%) whereby students produce a media product for an intended audience for example a music video, a TV advertisement, a website etc.

A Level: · 2 written exams (35% +35%) – 2 hours each + 1 non-exam assessment (30%) whereby students make a cross media product for example: a social media webpage and TV advertisement for a Video game

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