

MEDIA STUDIES

Media Studies A Level

AQA 7572

Taught hours per week: 6 hours

Course leader: Jo Colby
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Course content

Students will focus on a broad coverage of media forms including: television; film; radio; newspapers; magazines; advertising and marketing; online, social and participatory media, video games; and music video.

The course will explore a range of case-studies (close-study products) across these nine media forms. These close-study products offer knowledge, understanding, social, and historical contexts of media production whilst also becoming the basis of both written exams.

The course will balance the theoretical alongside creative production of media products allowing students the opportunity to make products for both their non-examined assessment as well as for a portfolio of work to take them into the next stage of their career.

The new Media Studies course covers the following key areas of study:

- Media language
- Media representation
- Media industries
- Media audiences
- Ideologies and values

Media Unit 1

Section A will focus on Media Language and Media Representations. Questions in this section will test the following forms:

- advertising and marketing
- music video.

Section B will focus on Media Industries and Media Audiences. Questions in this section can test any two of the following forms:

- radio
- newspapers
- film (industries only).

Assessment

Written exam: 2 hours

84 marks

35% of the A-level

A range of short, medium and extended questions on both unseen media product and the close study products.

Media Unit 2

Questions will focus on the in-depth media forms of television, magazines and online, social and participatory media/video games



Assessment

Written exam: 2 hours

84 marks

35% of the A-level

One medium length unseen analysis question. Three essay questions (25 marks), one of which is an extended response question and one of which is a synoptic question.

Non-exam assessment - Creating cross-media product

A choice of one of six annually changing briefs, set by AQA.

60 marks

30% of A-level

Assessed by teachers

Moderated by AQA

Tasks

Students produce:

- a statement of intent
- a cross-media production made for an intended audience.

Progression and Careers

The creative industries are now the biggest growing sector in the UK, growing at twice the rate of the wider UK economy. Therefore, there is a wealth of career paths, including:

- Journalism
- Broadcast media
- Film industry
- Marketing & advertising
- Music production
- Online media career.

Entry requirements:

Minimum grade 6 in GCSE Media Studies and/or English Language & Literature

