

AQA MEDIA STUDIES

Assessment Method

70% Examination and 30% Coursework on cross platform promotion

Why Should I Follow This Course?

The media is all around us. It reads us, presents to us, represents us and defines who we are. The study of the media is a vital and challenging skill in today's society.

By studying Media A Level, you will participate in a course which consistently produces good results for its students, whether they have previously studied media or not.

Media Studies is an engaging course which is rooted in the real world, and is suitable for students able to explore the world they live in and question what messages we are told as audiences.

What Will I Learn?

Media Studies is divided into Key Concepts: **Audience, Representation, Institution, Language.** Students study a range of theoretical approaches including *Semiotics, Representation, Feminism, Postmodernism, Social Theory, Narrative and Genre Theory*. Some of these theories are linked with other subjects, such as sociology, psychology and PE. You will also learn about the impact of today's society on a text and on its audience, by focusing on the **contexts** of texts. Students will study both contemporary (post 2000) and historical texts (pre 2000), looking at how the media landscape has changed and developed over time, and how this has changed the ways that audiences view the world around them.

In addition to the theoretical work, you will learn practical skills in production including camerawork, Photoshop, InDesign and Premiere Pro.

We study texts across **all** media platforms including film, magazines, video games, print products and social media.

What Teaching and Learning Methods Will Be Used?

A variety of teaching methods are used including formal lessons, group work, discussion, and independent research.

There will also be tutorials and time to become proficient in a variety of media software.

- The coursework element **involves creating products for a cross media response** to a choice of briefs set annually by the exam board.
- The two examinations involve short answer and extended responses. Some of these are linked to a specified list of media texts that are studied in class and others require a response to unseen media texts.

Where Will This Qualification Take Me?

Students who have done the course at A Level go onto a variety of destinations and different courses. Media opens up doors into a range of Higher Degrees as a result of the range of skills practised during the course. Students have gone onto study courses such as; **Marketing, Sports Journalism, Events Management, Media Production, Law, English and Film Making.** These courses are available at a wide range of Universities such as; *Cardiff, Bournemouth, Goldsmiths, University of London, Nottingham, Coventry and Leeds* - some of which are the *top* Media courses in the country.