

Subject: A-level Media Studies

Exam Board: AQA www.eduqas.co.uk/qualifications/media-studies/as-a-level/

Course Number: Specification 603/1149/6

Course Overview:

"Media literacy is concerned with helping students develop an informed and critical understanding of the nature of mass media, the techniques used by them, and the impact of these techniques. More specifically, it is education that aims to increase the students' understanding and enjoyment of how the-media work, how they produce meaning, how they are organized, and how they construct reality. Media literacy also aims to provide students with the ability to create media products." (Media Literacy Resource Guide, Ministry of Education Ontario, 1997)

How is this A Level assessed?:

Unit Code	Unit Title	Assessment Details	Assessment Weighting
Component 1	Media products, Industries and Audiences	Section A: Analysing media language and Representation This section assesses media language and representation in relation to two of the following media forms: advertising, marketing, music video or newspapers. Section B: Understanding Media Industries and Audiences This section assesses two of the following media forms – advertising, marketing, film, newspapers, radio, video games – and media contexts. 2 hours and 15 minutes written exam	35%
Component 2	Media Forms and Products in Depth	The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections: Section A – Television in the Global Age Section B – Magazines: Mainstream and Alternative Media Section C – Media in the Online Age 2 hours and 30 minutes written exam	35%
Component 3	Cross-Media Production	An individual cross-media production based on two forms in response to a choice of briefs set by WJEC/Eduqas, applying knowledge and understanding of the theoretical framework and digital convergence. Non-exam assessment	30%

GCSE grades (minimum) required to enrol on this course:

- Grade 6 if taken at GCSE
- Grade 5 in English Language
- Grade 4 in Mathematics

What can I do with this qualification/Post-18 progression opportunities/ university subjects which this course supports:

Possible career options

Studying media studies at university can give you a whole host of exciting career options, including:

- Advertising
- Journalism
- Marketing
- Designer, cinematographer, editor etc in the TV, film, radio or digital sector
- Academia

Where will AS and A-level Sociology take you?

Possible degree options

According to bestcourse4me.com, the top six degree courses taken by students who have an A-level in sociology are:

- Media Studies
- English Studies
- Design Studies
- Cinematics and Photography
- Journalism
- Business Studies / Marketing

But significantly, 59% of 'other' degree, mainly because students tend to either choose to be part of the huge media industry (the biggest industry in the UK) in a vocational capacity or to continue exploring the theoretical framework leading to further studies or a wide variety of professions.

Other A Level Subjects which support academic attainment/ complement learning

Psychology, English, Economics, Politics, History, Sociology

Essential Textbook incl ISBN

Not yet published for this new specification

Recommended supplementary resources- websites, blogs, journals:

Variety of websites reporting and analysing the news, media blogs

The Media Student's Book, 5th Edition

Course specific equipment- include place to purchase and typical cost or estimate:

A4 Lever Arch Folder

Paper

Revision materials

Out of lesson learning including trips and visits (cost?):

Trips and speakers.

Lead Teacher to contact:

Mrs H. Galdin-O'Shea. Email: h.o'shea@parkhighstanmore.org.uk