

Media Studies

It is possible to follow the AS / A level course without previous study at GCSE. A 'C' grade or above in English is essential due to the analytical content of the course.

Contact: Mrs C. Roberts

Course Content and Structure

Advanced Subsidiary (AS)	Advanced Level (A2)
<p>Unit MS1 Media Representation and Responses</p> <p>This unit will focus on how media texts are constructed and how audiences and users respond to and interpret them. Concepts such as stereotyping, representation and audience reception will be studied, along with technical aspects of the media e.g. narrative construction and technical codes.</p> <p>Any media text can be explored but media text used on the course will be selected from the following:</p> <p>Advertisements, DVD covers, CD covers, newspaper front pages, magazines (including comics), radio sequences, film extracts, television sequences, music videos, websites and computer games.</p> <p>Weighting: AS: 50% - A2: 25%</p>	<p>Unit MS3: Media Investigation and Production</p> <p>This is a coursework module is aimed at developing the individual's research and production skills.</p> <p>Weighting: A2: 25%</p>
<p>Unit MS2 Media Production Processes</p> <p>This unit is designed to enable students to demonstrate knowledge, understanding and skills in media production processes through research, planning, production and evaluation.</p> <p>During this unit pupils will create three pieces of linked work.</p> <ul style="list-style-type: none"> • a pre-production reflecting research and demonstrating planning techniques • a production which has developed out of the pre-production • a report of 1200 - 1600 words evaluating the individual's process of working. <p>Weighting: AS: 50% - A2: 25%</p>	<p>Unit MS4: Media – Text, Industry and Audience</p> <p>This is an external examination focusing on the individual's ability to recognise and understand the relationship between media texts, their audiences and the industries which produce and distribute them.</p> <p>Weighting: A2: 25%</p>
<p>AS = Two units studied in Year 12 plus A2 = Two units studied in Year 13 equals full A-level</p>	

Assessment:

MS1—Written paper 2 ½ hours

MS2—Portfolio showing pre-production, production and evaluation work.

MS3—Portfolio showing pre-production, production and evaluation work.

MS4—Written paper 2 ½ hours

SUBJECT SKILLS

Demonstrate knowledge and understanding of media forms, representation and audience debates.

Articulate independent opinions and judgements informed by different interpretations of media texts.

Demonstrate knowledge and critical understanding of selected media industries.

Use relevant terminology and accurate and coherent written expression.

Demonstrate critical understanding of media production.

Apply knowledge and understanding of techniques de-construction in order to analyse media

**Progression 18+:**

Wide range of career opportunities including:

University and higher education, PR Consultancies, Media Companies, Communications Agencies, Careers in radio, film and TV, Teaching and many more.