



Gordon's Sixth Form

MEDIA STUDIES

A LEVEL



MEDIA STUDIES

Media Studies is offered at Key Stage Five at Gordon's School and we follow the AQA specification.

Students study the four key areas of the theoretical framework which consists of media language, representation, industries and audiences. They also study a range of set products prior to the examination.

WRITTEN EXAMS

Students are assessed by two written examinations, each lasting for two hours containing a range of shorter and extended questions

(70% of A Level)

NON-EXAM ASSESSMENT

They are also required to complete non-exam assessment which requires the production of a cross-media piece made for an intended audience, for example, producing a magazine front cover, an article and a mini-website.

(30% of A Level).

By studying a wide range of topics including semiotics, media effects, reality TV, news values, moral panics, post 9/11 and the media, ownership and control, as well as critical perspectives such as Marxism, Capitalism, post-modernism, post-colonialism and feminism, the learning opportunity is both academic and practical and lends itself to the following transferable skills:

- The ability to analyse critically.
- To carry out independent research.
- A broad commercial and cultural awareness of the media and creative industries.
- The importance of teamwork.
- Development of creative work in writing.
- Audio-visual or other electronic media.
- A flexible and creative approach to tasks.
- The ability to work to a brief and meet deadlines and a critical understanding of contemporary media events and news stories.



CAREERS

Media Studies A Level naturally leads to careers and higher education in:

- Journalism
- Marketing
- Advertising
- Public Relations

An awareness of how the media works can also support other areas such as:

- Law
- Medicine
- Education

In fact, Media Studies complements any subject that values the ability to use theory and terminology to create analytical essays or requires IT-savvy students.

This A Level also complements a wide range of subjects, including:

- English
- Economics
- Art
- Psychology
- Sociology
- Business Studies
- Music



MEDIA STUDIES



CONTACT DETAILS

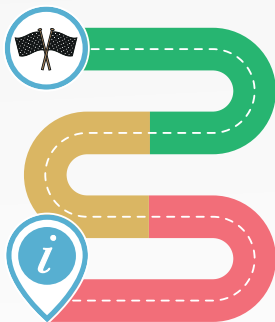
Head of Department

Mrs S Hughes
susannahughes@gordons.school

Exam Board
AQA

Specification
7572

CURRICULUM MAP



COURSE DETAILS

Examination and Non-exam Assessment

The course is examined at the end of Year 13.
Students complete one non-exam assessment.

YEAR 12

Media Studies engages students in the in-depth study of media products in relation to the four areas of the theoretical framework.

Students are required to study media products from all of the following media forms:

- Audio-visual forms (TV, film, radio, advertising and marketing, video games and music video).
- Online forms (social and participatory media, video games, music video, newspapers, magazines, advertising and marketing).
- Print forms (newspapers, magazines, advertising and marketing).

NON-EXAM ASSESSMENT (NEA)

Students will produce half of the NEA in Year 12; with the other half completed in Year 13. The submission of this project is in Year 13. To complete the NEA, students must independently create a statement of intent and a media product in response to a brief set by AQA.

YEAR 13

Paper One and Paper Two

Questions will focus on issues and debates in the media. A close-study product booklet will be released in advance of the exam. Students will be expected to use any relevant elements of the theoretical framework in order to explore the ideas in the paper.

HOW WILL I BE ASSESSED?

EXAM PAPERS YEAR 13	% OF GCE	DETAILS
Paper 1	35%	Questions will focus on issues and debates in the media. A topic will be released in advance of the exam. Students will be expected to use any relevant elements of the framework.
Paper 2	35%	Questions will focus on the analysis of media products with reference to the Close Study Products supplied by AQA and other products they have studied.
Non-exam Assessment	30%	Students produce a statement of intent and cross-media products made for an intended audience.



WIDER READING

- AQA Media Studies for A Level Year 1 & AS - Hendry, Stephenson (Illuminate Publishing 2018)
- Semiotics: The Basics - Chandler, Daniel (2007)
- Representations: Cultural Representations and Signifying Practices - Hall, Stuart (2013)



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