



Gordon's  
Sixth Form

# Media Studies

*AS Level and 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.

## 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)**.

## Results 2018

In **2017–2018**, 86% of students achieved an A–C grade at AS and 93% at 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



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