

MEDIA STUDIES Advanced Level

Qualification Level 3 Advanced GCE in Media Studies

Exam Board AQA

Course Specific Entry Requirements Grade B or above in GCSE Media Studies **or** Grade 5 or above in GCSE English Language **or** Grade 5 or above in GCSE English Literature. It is not necessary to have studied Media at GCSE

Overview

If you have a passion for TV, film, radio, video games, online media and print media then this is the course for you. Advanced Level Media Studies involves studying media language, representation, industries and audiences. You will study a wide range of media products: TV, film, radio, advertising and marketing, video games, music videos, newspapers and magazines. You will develop your ability to use technical media language to analyse texts and you will also produce a range of media products yourself. You will also study online media and investigate how the digital world is developing.

The course is assessed through two externally-assessed examinations and coursework. In the exams you will be asked to answer both short and long answers on topical debates and specific media texts. In addition, you will undertake a coursework assignment investigating and producing media texts of your own.

What will I learn?

- ▲ **Paper 1:** you will study the relationship between the industries and companies who produce the media and the audiences. In addition, you will apply audience theories to media products. You will study how audiences are becoming more powerful. You will learn how to write analytical essays.
- ▲ **Paper 2:** to prepare for this exam you will learn to analyse media products through applying theoretical concepts to texts. You will be asked to produce essays demonstrating your knowledge of and opinions on how gender, ethnicity and age are represented. You will also study the influence social media has on traditional media.
- ▲ **Non-examined assessment:** you will undertake a personal project, agreed with your teacher, which explores how to develop practical skills to produce your own media products.

How will I learn?

Lessons are designed to encourage active student participation. Discussions, presentations and practical work are regular features. You should be prepared to talk about your own experiences of media texts. In order for you to be successful, it is important that you experience a range of media. Above all, the course aims to enable you to confidently understand and interpret the media-saturated world in which we live and inspire you to appreciate the positive impact which the media can have on our lives.

In addition to learning in the classroom, trips and working with media professionals will help you understand the Media Industry and the careers available to you.

Where could it lead?

Advanced Level Media Studies is a subject which inspires analytical and creative thinking and a fluent writing style. This qualification is an asset in the media industry, which is very competitive. This course will also prepare you for a career in public relations and local government or a Media course at university.