

## **MEDIA STUDIES**

**Examination Board**  
**Syllabus Number**

**AQA**  
**A/S-5571    A-6571**

### **Why study A Level Media Studies?**

Today's sixth formers are more media literate than ever before. You carry gadgets in your pocket that can access information, music, photos and moving images of anything, anytime, anywhere around the World. This technology can be wonderful, amazing, fashionable, informative, exciting...and potentially dangerous. Media Studies will equip you with the necessary skills of analysis and evaluation to understand what products are being sold, to whom and why.

### **Entry Qualifications**

You should ideally have A or B in English at GCSE, as written responses need to be well argued and fluent; and some artistic ability and ICT skills are a definite advantage. Otherwise you need to have results that would indicate the ability to follow an A Level course. It is not necessary to have studied Media at GCSE, but it is essential that you have a genuine interest and general knowledge of mass media products e.g. films, websites, radio, music, magazines, newspapers etc. You will need to discuss media texts in detail, so an enquiring mind, observation skills and an interest in arguing a point of view are essential. You will have to create practical coursework such as film trailers, websites and advertising campaigns.

### **Higher Education**

This course might lead to a degree course in Media Studies, or a combined course such as English and Media Studies, a qualification in Journalism, or a vocational course in a specific area like Television or Film.

### **Careers**

Careers relating to Media Studies are very varied. Work in the mass media - Newspapers, Television, Radio, Film and Advertising are the most obvious, but knowledge in this area would be an advantage in many careers linked to the Arts, Marketing and Public Relations and professions such as Teaching, Social Work and Personnel Management.

### **Course Content**

After an introductory module to familiarise students with basic technical terms and issues, there are two Modules in the A/S course and another two in the A2 year. There is practical coursework for the AS and A2 parts as well as written exams, generally analysing an unseen piece of media. All coursework is marked by your teachers and moderated by AQA.