

MEDIA STUDIES

AQA AS level specification 2570

*"Media Studies is not a subject for cowards."
Dr David Fleming, Former Admissions Tutor, Trinity Hall Cambridge.*

Unit	Unit Title	Duration	Mode of Assessment	Weighting at AS
1	Investigating Media	Ongoing	Written Examination	50%
2	Creative Media	2 hours	Coursework	50%

Television, film, radio, video, newspapers, magazines and computer-based media are key areas of Media Studies. As well as understanding how media texts are produced and the methods used to create meaning, students will develop a knowledge and understanding of media institutions, production processes, technologies and audiences. Media literacy is developed through detailed textual and critical analysis.

Once students have grounding in core concepts and theoretical studies of the media, they have the opportunity to apply their knowledge and understanding by creating their own media products. Working in small groups students plan and construct a media text from a prescribed brief, for example, a radio news bulletin or drama.

Practical coursework allows you to demonstrate understanding of concepts such as audience, genre, representation and form. It also brings the chance to develop skills of teamwork, organisation and planning, as well as technical and creative skills.



MEDIA STUDIES

OCR A2 level specification H540

"In countries like France, Germany and Italy where people are unafraid of using their intellects it would be regarded as simply absurd not properly to study the role and workings of the media which play such an enormous and influential role in everybody's life as never before."

Christopher Terry, (MA Cantab) writer for News at Ten.

Unit	Unit Title	Duration	Mode of Assessment	Weighting at AS
1	Advanced Production	Ongoing	Coursework	50%
2	Critical perspectives in Media	2 hours	Written examination	50%

Style of Work:

Like AS, analysis includes radio, journalism, the internet which leads to discussions, essays and practical coursework.

A2 Media Studies builds on what has been studied at AS level. There are two further units of study: Advanced Production and Critical Perspectives in Media. The Advanced Production brief is selected from radio production and also includes some newspaper journalism and layout. It requires the student to demonstrate advanced creative and practical skills. She will need to plan, construct and evaluate the work with regard to the form and style of the production and its intended audience. The Production is accompanied by a Critical Evaluation which can be done in form of a blog and forms the coursework element of the examination.

In preparing for the last unit, again assessed by examination, the student will study specific topics which will bring together her understanding of textual analysis, institutions, representations and audiences.

