

A-Level Media is aimed at students who are passionate about exploring the world of Media Studies, looking at a range of texts from digital media to print media, creating their own, and all areas in-between. The course focus is on the four key areas of media language, media representation, media industries, and media audiences.

The course is beneficial for a wide range of higher education courses and careers beyond Media because of the transferable skills it offers. It is particularly useful for those wanting to study Journalism, Media, Social Sciences and communication-based courses at university.

Qualities and qualifications needed

Students would need to achieve a Grade 6 in GCSE English. Where GCSE Media has been studied, a Grade 5 is required. Students should have good writing skills and be able to communicate their ideas effectively in extended essay formats.

A good level of computer literacy is necessary due to creating media products using various software applications. A willingness to discuss ideas openly in a supportive, friendly environment is advantageous.

How will the course be assessed?

NEA – worth 30%

Creation of a cross-media product. The briefs change annually but offer a selection of tasks linked to the different genres of media. These will also cover the different forms of media such as digital and print based media products.

Examination style questions throughout the topics will be used to assess knowledge of Close Study Projects and to mirror the questions on examination papers, which will include:

- A range of analysis questions relating to an unseen source and close study products.
 - Extended essay questions.
 - Synoptic style questions.
 - Comparisons between texts.
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Course Content

We will examine both contemporary and historical examples of media texts selected by the examination board called **Close Study Products**. There are 15 in total, and these will cover aspects of television, magazines, newspapers, online, social and participatory media, video games, music videos, radio, the film industry and advertising and marketing.

Students will extend their practical skills, build their capacity for independent research and gain a deeper understanding of the role media plays in day-to-day life, through the exploration of a series of Close Study Products and their own productions.

Students will also have access to a range of influential media theorists, some of whom will have been introduced during the GCSE Media course and examine the roles they have played in shaping the media through the ages and the ways they can be applied to the CSPs we study.



Examinations

Media paper one

(35%) 2 hour examination
84 marks

Section A will focus on Media Language and Media Representations. Questions in this section will test the following forms: advertising and marketing, music video.

Section B will focus on media industries and media audiences. Questions in this section can test any two of the following forms: radio, newspapers, film (industries only).

Media paper two

(35%) 2 hour examination
84 marks

Questions will focus on the in-depth media forms of television, magazines and online, social and participatory media/video games.

Methods of curriculum delivery

Lessons involve analysing and discussing CSPs in detail, responding to CSPs with written answers, exploring aspects of Media Language, Representation, Audiences and Industries and their context of production and reception.

There will also be independent tasks set for research which can be fed back in class, and analysis of CSPs. Wider research of the CSPs, their contexts and relevant theories will be required to aid understanding of analysing the CSPs in lessons. The NEA will be computer-based and the creation of this will be independent, with guidance given from your teacher.
