



BROADWAY ACADEMY

Headteacher: Ronald Skelton, B.Ed. (Hons), B Phil, NPQH, FRSA

Our Children, Our Community, Believe it can be done!



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| Directorate | English |
| Subject | Media |
| Course title and code | GCE: Media Studies A-level. |
| Exam board | AQA |
| Subject Mission Statement | <p>Twenty years ago the media could be summed up as mainly print (newspapers and magazines) and audio/visual (television, radio and films). Audiences today have access to a huge number of additional channels that let us receive news, entertainment, information and advertising. This new digital media includes the Web and mobile phones - providing us with access to blogs, social networking sites and emails.</p> <p>GCE Media Studies is designed to enhance your enjoyment, understanding and appreciation of the media and its role in your daily life. The course introduces you both to media ideas and the practice of production, which gives you the chance to develop a real understanding of media platforms, the contemporary media landscape and the influential role of the media in today's society.</p> <p><u>Media Studies helps you develop a number of skills:</u> An ability to analyse how media products are constructed. How to produce media products across different platforms - either on your own or as part of a team How to do individual research. How to evaluate your own media products and those of others.</p> |
| Course outline | <p>This course helps you develop three relationships with the media. As a 'consumer' you'll become more aware of the many ways in which media messages are presented to us, as well as discovering how the institutions which produce and distribute media products are trying to reach you. And if you want a career in media, producing and evaluating your own media productions will give you a real hands-on understanding of both how media messages are created and what they are aiming to do.</p> <p>AS examinations</p> <p style="text-align: center;">Unit 1 – MEST1 Investigating Media 50% of AS, 25% of A Level 2 hour written examination 80 marks</p> <p style="text-align: center;">Two sections: A – four compulsory short answer questions B – choice of one from two essays Available January and June.</p> <p style="text-align: center;">Unit 2 – MEST2 Creating Media 50% of AS, 25% of A Level Practical unit, internally assessed and externally moderated 80 marks</p> <p style="text-align: center;">Externally set production briefs.</p> <p>Two linked production pieces taken from two of the three media platforms studied in Unit 1, plus 1500 word evaluation. Available in June.</p> <p>A2 examination</p> |
| Goes well with | Media Studies is a course suitable to study alongside a wide range of creative and academic courses however English, drama, business studies and sociology are particularly suitable. |
| Career opportunities and Higher Education | Media studies naturally leads to careers in journalism, marketing, advertising or public relations. But an awareness of how the world of media works can also support other careers, such as social work, law, medicine and education. By knowing how the media operates you'll be able to decode messages more skilfully, and engage with topics that interest you. Universities offer media courses which many of our pupils choose to take up! |
| Completed by | V Rotheram |