

Media Studies AS/A level

Introduction

Media Studies is a popular subject at both AS and A2 levels. The media play a huge and important role in society today. Most of your leisure time (and money!) is spent consuming media products, and media industries are some of the biggest employers in the world. Media Studies helps you to understand how the media work and is useful for combining with English Language, Business Studies, Psychology, Film Studies and Photography. You can also opt to take one of the Enhancement courses related to Media Studies – Journalism and Cult Fiction Film Club.

Year 1

The AS course concentrates on teaching you the 'Key Concepts' of Media Studies. Some of these, such as Genre, you will already be familiar with, but you will also learn how to analyse and apply theories of Representation, Audience, Ideology, Institution, Narrative and Media Language.

In Module 1 (MS1) you will be taught how to 'deconstruct' a range of media texts, such as film trailers, newspapers and magazine covers, in order to see how they are designed to appeal to particular audiences. You will also examine a range of representations of different social groups e.g. men, women, teenagers, and explore the ways in which audiences respond to media texts.

AS Media Studies also includes a coursework module, Module 2 (MS2). This will involve you researching a genre of film e.g. horror and producing a storyboard for the opening of a new film. You will be taught how to use technology such as Adobe Photoshop to create posters to advertise the film. Finally, you will write a report about your work.

Year 2

The A2 course builds on the skills and knowledge you have developed at AS level and introduces the 'Wider Contexts' – social, historical, political and economic- surrounding the production of media texts.

Module 3 (MS3) is a coursework unit. This time you will research and write an essay about a media text of your choice, focusing on the concept of genre, narrative or representation. You will then go on to create a media text based on your findings and write an evaluation of your work.

Module 4 (MS4) involves the study of 3 media industries e.g. film, TV and advertising. You will study in detail 3 texts from each industry.

Assessment

Modules 1 and 4 are examined in June, whilst coursework deadlines are set in March.

Specific Entry Criteria

Grade C in English Language.