



Course details

Most of the information you receive in society is communicated via the media. Media Studies teaches the skills needed to deconstruct texts in order to recognise the true nature of the messages and values being broadcast to you.

Studying this subject will teach you how social, economic and political factors shape and structure the media and how the media, in return, shapes and structures power relationships in society. In addition, every company worth its salt now requires the kind of communication and marketing skills taught in this subject.

Last, but not least, Media Studies is a hugely enjoyable subject that you will find revealing and relevant to your life.

AS/A Level

You will be introduced to the topic where you will learn to analyse and deconstruct a wide range of media texts using media language such as narrative codes, genre and sign systems. You will explore advertising, the internet & social media, radio, newspapers, magazines, film, video games and television.

You will cover issues and debates the media raises. You will study how gender, race, nationality, disability and age are portrayed in the media and the structure of power relations this reflects and perpetuates in society; and the effect of historical context on representations.

You will also study how an audience receives and interacts with the media; and how the media industries' processes of production, distribution and circulation affect media forms and platforms.

You will also learn how media products relate to the time in which they were made and set, and how audience responses to and interpretations of media representations reflect historical circumstances.

Assessment:

AS Level:

70% External assessment
(2 exams at the end of year 12)

30% Coursework (Practical production—either print based or moving image/interactive media)

A Level:

70% External assessment
(2 exams at the end of year 13)

30% Coursework (a practical cross media production project)

Exam board: WJEC/Eduqas



Can I take both Media Studies and Film Studies?

There are no prohibited combinations and there will be no overlap in areas of prescribed study. However, subject staff may feel that studying both is not in your best interests, so they must be consulted before making your decision. The courses do have key concepts in common but film is studied in greater depth and diversity and the approach taken differs substantially from Media Studies, in which film provides only a small area of study. However, be aware that taking both could narrow your options later on.

What could I go on to do after the course ?

You can go onto University to study Media and Film.

After this you could follow a career to include:

- Journalism
- Design
- Teaching
- Practical production
- Creative Media industry



16+ Opportunities

2018

Level 3

Media Studies

A Level

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