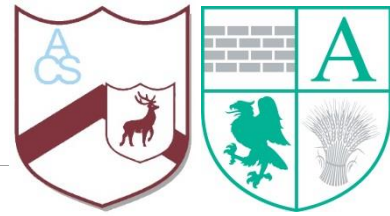


# A Level Media Studies

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**Type of Qualification:** A Level

**Level of Course:** 3

## Description

This course entails the study of a variety of texts, such as film, television, print, advertising and marketing, online and social media, video games, and music videos.

In the first year of study you will be looking at how media texts are constructed focusing on media language, representation, industries and audiences. Further on in the year you will be looking at how media products have changed over the years and how media operates within your everyday life.

During the second year of study, you will undertake a practical production where you will have to create a product from the chosen brief. These will vary each year but will always contain the options of video, print, online content or advertising campaign.

The examination modules will draw upon the theoretical skills you will acquire through all areas of the course over the two years.

## How is the course assessed?

This course is assessed through written examinations and coursework:

- 30% coursework - one unit
- 70% examination - two written papers

## Additional Information

Success on this course is dependent on you being able to express your creativity within media, to construct a final product and to put your ideas and opinions into writing. You must have a keen passion for media, and want to understand how different media products are constructed and are able to communicate with their audiences. You will need the skills to construct an argument through essay style answers, write organised and coherent essays and analyse a range of different types of texts. Skills in ICT will also be very helpful.

This course is a good grounding for studying a variety of theoretical and practical courses at university. You could also pursue in-house training. Possible careers in media are:

- journalism, print, broadcasting and new media technologies including reporting, editing, production and design;
- research, government/civil service, industry, market trends and media;
- public relations (press officer);
- publishing;
- media production.