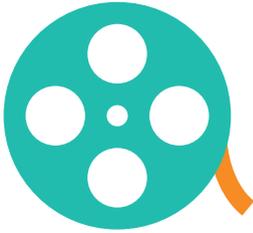

A Level Media Studies





The A Level Media Studies course introduces you to the academic study of the mass media, as well as helping you to develop a range of intellectual and practical skills.

Level Level 3

Specific course entry requirements

College entry (please refer to the Entry Requirements section page 24 for further details).

What will I study?

You will study a range of print and audio-visual media products, including advertising, television, radio, film, newspapers and magazines, games and online media. The course will enable you to investigate issues around production, audiences and marketing, as well as the artistic and technical aspects of the media. You will become familiar with a number of media theorists and will also learn how to apply theoretical perspectives to specific media products, as well as evaluating the effectiveness of different media theories.

You will gain sophisticated skills in analysing a wide range of media products, and gain an understanding of how visual, written and audio elements are used to create meaning and affect the target audience. You will also study how different groups are portrayed in the media, and will investigate a number of audience theories. You will build up a wealth of technical terminology, which you will be able to use in your written work; this will contribute to the deeper understanding of the media which you will develop.

For the coursework, you will be able to choose from a range of practical print-based projects, and to follow your own personal interests in the media.

How will I be assessed?

70% Examination
30% Coursework

Where will this course lead me?

The majority of our students progress to university each year; many of them take degree courses in Media or related areas, while others use their Media Studies A level to access a wide range of other degree courses.

While many students move into Media related careers such as journalism public relations and production, the skills and knowledge they develop on the course give them access to a much broader range of potential careers.

Official figures show that Media graduates do very well in the careers market: a Higher Education Statistics Agency survey showed that graduates from Media courses were more successful in finding employment within six months than those from a range of other disciplines.

