

LEVEL 3 / A LEVEL

# MEDIA STUDIES

A Level Media Studies offers an exciting introduction to the world of mass media, blending academic insight with hands-on creative practice. You'll explore how media shapes society while building valuable analytical and production skills that prepare you for the fast-paced media landscape.

## Specific course entry requirements

College entry (please refer to the Entry Requirements section on the college website for further details).

## How will I be assessed?

- 70% Examination
- 30% Coursework

## What will I study?

You will study a range of print and audio-visual media products, including advertising, television, radio, film, newspapers, 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, and evaluating the effectiveness of different media theories.

You will develop 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 to use in your written work, contributing to a deeper understanding of the media.

For the coursework, you will be able to choose from different briefs, depending on your media interests. You will develop your skills in the planning, editing and production of media products.

The coursework will help you develop marketable skills, including image manipulation using Photoshop and sound recording and editing for a short podcast.

## 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 graduates from many other disciplines.