

Media Studies - A Level



Progression Post-18

About 1 in 8 UK businesses is in the creative industries – advertising, social media, film and TV, video games etc

- Every company has some form of media presence – social media, website, advertising and marketing, etc
- The media industry generates £13.2 MILLION every hour
- There are over 2.1 million jobs in this sector and the industry is growing at a far higher rate than other traditional industries

Career progression paths can vary from continuing to study Media Studies at Degree level to Advanced Apprenticeships inside the industry. Previous students have gone onto study a range of degree courses including film, media, graphic design and event management. We even have one previous student who now works in the independent video game industry!

Contact Person: Miss G Britton

Course Outline:

Media Studies is a fantastic choice for all students: no other subject has the same daily relevance to your life. We all know how much media influences us every day; Media Studies is the springboard to a deep dive into this pluralistic world, allowing you to understand it like never before.

You'll learn to decode all the tricks and tactics that media throws our way, making you a pro at spotting fake news and not falling for all the hype. Through the examination of various media forms like television, radio, social media, and newspapers, you will develop essential media literacy skills, enabling you to analyse messages, discern biases, and identify disinformation. It's not just passive observation; you get to unleash your creativity and construct your very own media projects. Imagine creating your vlogs, podcasts, or short films – the sky's the limit!

Media Studies is the perfect combination of fun and knowledge – you'll have a blast while gaining essential skills for today's complex digital age.

For this A-level course, we're looking for students who are curious about the Media and the world around them. Media Studies develops a wide range of valuable skills that are essential in today's media-saturated world. Some of the key skills it fosters include:

Media Literacy: Students learn to critically analyse and interpret various forms of media, including recognizing biases, evaluating sources, and understanding the impact of media messages on individuals and society.

Communication Skills: Media Studies hones both written and verbal communication skills, enabling students to express their ideas effectively, whether through essays, presentations, or media projects.

Creativity: Engaging in media projects encourages creativity and innovation, as students conceptualize and produce their own content, such as videos, podcasts, or digital storytelling.

Critical Thinking: Media Studies challenges students to think analytically and critically, encouraging them to question information, assess arguments, and form well-founded opinions.

Digital Media Proficiency: With hands-on experience in creating digital content, students acquire technical skills in video editing, graphic design, audio production, and other multimedia tools.

Cultural Understanding: The study of media from different cultures broadens students' perspectives and helps them understand the role of media in shaping cultural identities and narratives.

Teamwork and Collaboration: Group projects and discussions in Media Studies promote teamwork, collaboration, and interpersonal skills, essential for successful communication in the media industry.

Qualification: A Level Coursework: 30% Examination: 70%

Examination Board: AQA