



Kimberley  
School

# Sixth Form

Media

**AS/A Level**

**2017-2019**

**Media**

## What is Media?

Media is the study of contemporary forms such as film, television, advertising, newspapers, magazines, pop culture etc.

## Who is it for?

Media Studies is a good choice for students who are interested in analysing modern media texts and enjoy designing and being creative with their ideas.

The course is taught from scratch so it does not matter if you did not study Media Studies at GCSE level. However, it does help if you can be analytical about the media you consume and have at least a GCSE grade 4 in English.

Media Studies is important if you are considering a career in a journalism or a media industry such as film or television. But even if you are not, you will gain skills transferable to other careers.

## What will I study?

You will study a wide range of media texts. You will learn media theories and media terms to help analyse different texts. You will learn how people are represented in the media and why. You will have opportunities to create your own media texts.

The course is made up of:

## **AS: 3 Units**

### **Unit 1: Investigating Media Language and Representation (exam worth 30%)**

In this unit you will explore representations within the following:

- Music video and video games
- Advertising and film marketing
- Newspapers and radio news/current affairs programmes

You'll learn media theories to help you to analyse the representations (for example, how gender is represented within music videos).

### **Unit 2: Investigating Media Forms and Products (exam worth 40%)**

In this unit you will focus on the following media forms:

- Television
- Magazines
- Online Media

For each form, you'll study 1 set text. You'll study how these texts are constructed and how they are received by their audiences.

### **Unit 3: Coursework (worth 30%)**

In this unit you will make a media product following a brief set by the exam board (WJEC).

For example, a marketing campaign for a new film. This would include a range of film posters plus a DVD cover.

## **A2: 3 Units**

### **Unit 1: Meanings and Representations in the Media (exam worth 30%)**

This unit builds on unit 1 of the AS level, covering **further detailed examples of** music videos, video games, advertising, film marketing, newspapers and radio news/current affairs programmes.

You'll revise the theories learned for the AS level, plus you'll learn new ones.

### **Unit 2: Media Forms and Products in Depth (exam worth 40%)**

You'll build upon what you learned in unit 2 of the AS level. There are 3 components:

- Television in the Global Age
- Magazines: Mainstream and Alternative Media
- Media in the Online Age

For each component you will study 2 set texts (one of which you have studied in Year 12)

As well as studying the texts' construction and their audiences, you will explore wider institutional factors.

### **Unit 3: Coursework (worth 30%)**

In this unit you will make a cross-media product following a brief set by the exam board (WJEC).

**See Miss Brock or Mrs O'Brien for further details.**