



A Level Media Studies

Why study Media Studies?

Media Studies is a practical and academic discipline that nurtures critical understanding, hones appreciation of media texts and promotes the development of creative production skills. Studying A Level Media Studies provides a holistic and focused approach to understanding the complexities of mass communication, digital media and media contexts.

There are two sections using a variety of selected online media.

The unit is worth 35% of the qualification.

#

#

U

h

This component synthesises learning from Year 1, providing students with the opportunity to demonstrate their learning in a practical way. Learners create an original piece of media for a specific, intended audience, applying their knowledge and understanding of the theoretical framework and digital convergence in response to a brief. The forms that learners can work within include television, magazines, film marketing, music marketing and online options. The audience and industry context are specified within the brief.

Assessment:

Independent, individual production which is internally moderated and externally assessed. Briefs are set by the exam board.

This component is worth 30% of the qualification.

