

Subject Information

Subject: Media Studies

What the subject is about:

AS Media Studies investigates the media in order to reach an understanding and evaluation of how meanings and responses are created by media texts. Television, film, computer games and the internet are studied in terms of platforms, products and new technologies. Students also learn how to create their own media productions.

A2 Media Studies builds on the knowledge that students have acquired at AS by requiring that they study and engage with issues and debates taking place about the dynamic relationship between media and society. In studying the media students are therefore also studying why media texts are constructed and consumed in particular ways by audiences such as themselves.

Course content and assessment schedule:

Paper	Duration	Season when first taken	Brief outline of main content. (Identify where coursework or practical forms part or all of a module)
1	2hrs	Jan 2009	Section A – short questions on unseen stimulus material (From moving image, digital/web based or print) Section B – one essay question from choice of two based on cross media case study.
2	3 terms	June 2009	Coursework 50% of AS marks Two linked production pieces A written evaluation (1500 words) on both production pieces.
3	2hrs	June 2010	Section A – 50% of A2 marks. Three compulsory questions on two unseen stimulus pieces. Section B - one essay choice from a choice of two pre-set topics.
4	3 terms	June 2010	Coursework 50% of A2 marks A critical investigation (range of media forms) and a linked production piece.

Entry requirements:

Compulsory GCSE subjects	Grade	Desirable subjects	Grade
		English language	B
		History	B
		ICT	B

Qualities / skills needed to succeed in the course

AS Level:

Good writing ability, interest in current affairs/politics, ability to work on your own initiative, creativity and imagination, interest in film, television, new media technology, a desire to experience non mainstream media texts like foreign language films, broadsheet newspapers, podcasts etc.

At A2 Level:

Examiners are looking for students to take a much more critical attitude towards the texts that they encounter. You need to discuss not just how texts are constructed but also why and with what influence. This year, along with the qualities and skills required at AS level, you really need to be able to develop the ability to think critically and apply the theories that you have learned to contemporary events, issues and debates.