

# WHY CHOOSE MEDIA STUDIES AT A LEVEL?

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The media is the most dynamic, innovative and influential method of mass communication of modern times. It has been reported that adults in Great Britain are consuming media for almost 8 hours a day<sup>1</sup>. That's 8 hours a day watching films and television, reading newspapers, and sifting through online media. Within that time, we are bombarded by other people's representations of the world and how we respond to these representations can affect our perceptions of people, places and society, of politics and culture, of ourselves and of our place in the world.

Media Studies is a vital tool necessary to understanding the media's significance and its power.

"In our media-saturated age, it's vital that young people can evaluate competing sources of information, and communicate effectively within a fast-changing digital environment. This isn't just a matter of easy-to-learn skills. They need critical knowledge of media texts, audiences and digital culture, and of the complex political economy and technology which underpin them."

PROFESSOR SONIA LIVINGSTONE, OBE,  
LONDON SCHOOL OF ECONOMICS  
AND POLITICAL SCIENCE.



# A LEVEL MEDIA STUDIES



## What will I study?

As a GCE Media Studies student, you will analyse how media products use language and representations to create meaning. You will learn about the media industry and how the industry affects how media products are made. You will investigate media audiences, exploring who are the people who watch, read and consume the products and considering how different people might respond to products differently, and why. You will study many different media forms, such as:

- Television
- Online Media
- Advertising and Marketing
- Film Marketing
- Magazines
- Newspapers
- Social and Participatory Media
- Music Video
- Radio
- Video Games

You will explore and apply critical perspectives including those of world-renowned media and cultural theorists, and will examine how social, historical, political and economic contexts affect media production.

You will also have the opportunity to apply what you have learned through the production of your own media texts, exploring and creating media forms such as music videos, magazines, television, websites and film marketing.

## How will I be assessed?

Assessment will comprise of a mixture of examined and non-examined assessment.

### Component 1

**AS Level:** Written examination:  
1 hour 45mins, 35% of qualification

**A Level:** Written examination:  
2 hours 15 mins, 35% of qualification

### Component 2

**AS Level:** Written examination:  
2 hours, 35% of qualification

**A Level:** Written examination:  
2 hours 30 mins, 35% of qualification

### Component 3

**AS Level:** Non-exam assessment: Media Production,  
30% of qualification

**A Level:** Non-exam assessment: Cross-Media  
Production, 30% of qualification

## What skills will I develop?

Media Studies will help you to develop valuable transferable skills such as critical thinking, analysis, research, planning, skills of enquiry and evaluation, practical skills, creativity, time management, essay writing skills and more. Your studies will complement and assist your learning in other subjects such as English Language and Literature, Humanities, Sociology, Film, ICT and the Extended Project.

## Where might Media Studies take me?

Over one hundred universities offer courses in Media, Communications and Cultural Studies in the UK. A GCE in Media Studies helps you to progress to these courses, as well as to those in other areas such as English, Humanities and Social Sciences.

There is a huge array of career opportunities in the media, which is an industry that is growing at an exponential rate. According to accountancy giant PwC's latest Global Entertainment & Media Outlook 2018-2022, the entertainment and media sector will be worth £76 billion by 2021<sup>2</sup> and the video games sector is currently valued at more than half the UK's whole entertainment industry<sup>3</sup>. If you are looking for a job in this area, studying Media at GCE and at degree level is a route into careers such as TV and film production, advertising, journalism, interactive media, and digital marketing. It could help to provide you with the foundation to secure roles in technical production, special effects, web design and post-production.

There has never been a better time to become a Media Studies student. To learn more, ask your teacher about Media Studies.

<sup>2</sup> [www.insider.co.uk/news/uk-entertainment-media-pwc-europe-12650656](http://www.insider.co.uk/news/uk-entertainment-media-pwc-europe-12650656) 8<sup>th</sup> January 2019  
<sup>3</sup> [www.bbc.co.uk/news/technology-46746593](http://www.bbc.co.uk/news/technology-46746593) 8<sup>th</sup> January 2019