MEDIA

Exam Board: AQA
Entry Requirements: Students must achieve Grade 5 in English Language

COURSE SUMMARY

The media is the fastest growing employment sector in the UK with a vast array of jobs. London is the media capital of Europe if not the world with over 600,000 media jobs. This course is designed to study an exciting range of contemporary media texts, from social media apps and websites to gaming and films. As part of the course you will learn and apply media and academic theory to contemporary media debates from self representation on social media to the lack of diversity in advertising. You will also learn practical techniques for media production in the Mac suite, such as designing your own websites and producing short films, documentaries and influencer profiles. The course allows you to:

· Focus on new technologies – Mac systems
- Look at audiences as both producers and consumers of media texts
- Work on creating your own media products
- Have freedom to investigate topical areas of the Media which interest you
- Work individually or as a group
- Gain an insight into a variety of the most dynamic jobs in the world.

COURSE STRUCTURE

Paper 1: Written exam: 2 hours 35% of A-level
Section A will focus on Media Language and Media Representations. Questions in this section will test the following
· advertising and marketing
· music video.

Section B will focus on Media Industries and Media Audiences.
· radio
· newspapers
· Film

A range of questions relating to an unseen source and Close Study Products. Two essay questions (20 marks), one of which is an extended response question.

Paper 2: Written exam: 2 hours 35% of A-level
Questions will focus on the in-depth media forms of television, magazines and online, social and participatory media/video games.

* One medium length unseen analysis question.
* Three essay questions (25 marks), one of which is an extended response question and one of which is a synoptic question.

Non-exam assessment 20% : Creating a cross-media production
- A choice of one of six annually changing briefs, set by AQA.
Students produce a statement of intent and a cross-media production made for an intended audience.