

AS-LEVEL MEDIA STUDIES

Why choose Media Studies?

- Comprehensive and integrated coverage of media theory and practice
- Focus on new technologies
- Covers audiences as both producers and consumers of media texts
- Production in both AS and A2
- Opportunities for students to investigate what interests them
- Choice of cross-media studies
- Prepares students for progression into work or higher education in a range of media-related areas

Media Concepts

- Media Forms
- Media Representations
- Media Institutions
- Media Audiences

Media Platforms

- Broadcasting
- Digital/web-based media (e-media)
- Print

Investigating the Media (Unit 1) requires candidates to carry out a cross-media study for an unseen examination. (50%)

Creating Media (Unit 2) candidates will produce two media productions in two of the three different media platforms, with an evaluation of the productions, including a consideration of the use of the third media platform. (50%)

Both units require candidates to look at cross-cultural issues where appropriate.

Exam Board: AQA