

ADVANCED GCE MEDIA STUDIES

EXAMINING BOARD: AQA

Minimum Entry Requirements: GCSE English Language or Media Grade 5

KEY FEATURES OF THE COURSE:

Students will:

- learn to make connections between close study products (CSPs) and theoretical frameworks
- extend their skills of interpretation
- engage with a range of theoretical ideas
- consider the ways in which products can be subjected to different types of critical approach
- understand and appreciate the contexts in which products are produced and received

The course as a whole involves:

- Individual and group work
- Viewing, evaluating and analysing a wide variety of media products
- Developing practical skills spanning a range of media forms
- Investigating the moral, legal, ethical, political and contextual issues of the media
- Exploring media theoretical frameworks: Media Language, Media Audiences, Media Industries and Media Representation.

MODULES/UNITS COVERED

Media One Examination: Written Exam (2 hours, 84 Marks 35% of the course)

Section A will focus on Media Language and Media Representations. Questions in this paper will test the following forms: Advertising and Marketing and Music Videos.

Section B will focus on Media Industries and Media Audiences. Questions in this paper can test any two of the following forms: Radio, Newspapers, Film(industries only)

- 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

Media Two Examination: Written Exam (2 hours, 84 Marks 35% of the course)

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 Examination Assessment (NEA): 60 Marks - 30% of the final assessment

This final component is coursework, not an examination, and requires students to create a media product based around a topic (one of six) provided by the exam board, which changes annually. Students will be assessed on: application of knowledge and understanding of the theoretical framework as well as their practical skills relating to the media format of their choice.

This NEA is assessed by teachers and moderated by AQA.

Students produce:

- a statement of intent
- a cross-media production made for an intended audience