



Sandwell Academy

Advanced General Certificate of Education (AS and A2) MEDIA STUDIES

WHY MEDIA STUDIES?

The opportunities for students of Media Studies are wide ranging. AGCE Courses in Media Studies complement other Sixth Form Courses. They are designed to heighten the awareness and sensitivity of students to the way the Media functions.

Qualifications in Media Studies are acceptable as an entry to many different careers. They can be a springboard to a specific career working within the media itself, but are equally useful and accepted across a wide range of vocations and career pathways. These may include:

Marketing

Law

Performing Arts

Leisure

Journalism/Media

Education

Health & Social Care

Tourism

All courses offered at Sandwell Academy are designed to provide academic and vocational experiences. They will prepare students for their choice of career in both the world of work and Higher Education.

SPECIFIC ENTRY REQUIREMENTS

- Grade 6 in GCSE English Language or Literature, preferably both.

COURSE DETAILS

AQA Syllabus: AS 7571; A2 7572

AS LEVEL You will study two units as follows:

Examined Unit

Externally assessed (70%)

In this unit you will be introduced to the main concepts and contexts of media studies, including language, representation, audience and industry. You will study a range of set and unseen media texts, ranging from printed communications to broadcast fiction, film and TV fiction, videogames, websites and adverts. The unit will also focus on critical theorists and debates, and the impact of new technology on the media.

Non-Examined Assessment**Internally assessed (30%)**

In this unit you will have the opportunity to research, plan and develop a practical product. This will be a set task, focusing on broadcast media, e-media or conventional print media. The assignment will also include a written statement of intent regarding the finished product.

AS LEVEL You will study two units as follows:

Examined Unit 1**Externally assessed (35%)**

In this unit you will study language and representations in the media, as well as audience and industry. The unit covers both set close study products, and a unseen products, which you will study in relation to a range of cross media issues, debates and associated theories.

Examined Unit 2**Externally assessed (35%)**

In this unit you will study the in-depth media forms of television, magazines and online, social and participatory media. The unit covers both set close study products, and unseen products, which you will study in relation to a range of cross media issues, debates and associated theories.

Non-Examined Assessment**Internally assessed (30%)**

In this unit you will have the opportunity to research, plan and develop two practical products linked by a theme. These will be set tasks, focusing on broadcast media, e-media or conventional print media. The assignment will also include two written statements of intent regarding the finished product.

