



Sandwell Academy

Advanced General Certificate of Education MEDIA STUDIES

WHY MEDIA STUDIES?

The opportunities for students of Media Studies are wide ranging. A GCE Course in Media Studies complements other Sixth Form Courses. It is 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 5 in GCSE English, preferably in both English Language and English Literature.

COURSE DETAILS

AQA Syllabus: Course code: 7572

The course now runs for two years and the AS option has been removed.

Year 1 You will study two units as follows:

Examined Unit 1

Internal Assessment

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 **Internal assessment in year**
1/Externally assessed in year 2 (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, there are two linked products that must be made. You will begin the first in this year. This will be assessed internally and then form part of an externally assessed piece of work in A2.

Year 2 You will study three units as follows:

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.

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

Revision of the work from the previous year

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

In this year you will complete any alterations on your first product and commence work on product 2. All work will be externally assessed after teacher moderation to be combined as part of your final grade.

