

What is the course about?

This course is for students interested in the rapidly developing world of media, in an ever changing contemporary world. We are surrounded by media every day and cannot avoid it. From moving image to broadcast, print and new digital media, we have access to media at all times and are increasingly reliant upon it. The A Level course is constructed to include elements of practical media production and theoretical analysis, which will provide insights into this ever-changing contemporary landscape.

Course content

Topics include:

- Media representation – the ways in which people, places and events are presented within different media products, and how this communicates meaning.
- Media language – concerning how the different aspects and conventions of a variety of media products convey meaning.
- Media audience – how and why audiences may interpret aspects of media products in different ways and how these interpretations can inform production.
- Media industry – how and why media products are created, including budgets, pre-production, production and manufacture.

Assessment

Two terminal assessments worth 70% of the total.

Non-assessment worth 30%.

Career pathways

Study media studies, media and communication, and other media related courses at University.

Employment opportunities: journalism, marketing, film making, banking, law, publishing, broadcasting, media production, TV, video and multimedia, game development, website development etc.

Entry criteria

Minimum of five 5 – 9 grades at GCSE, including English.