

# MEDIA STUDIES

## A LEVEL



## COURSE OVERVIEW

This course studies the influence of the media today by focussing on three media industries; Film, Television and Advertising. You will explore how media products are constructed to target a range of different audiences. You will learn how the media represents gender, ethnicity and national identity. This course works well with a wide range of subjects including Film Studies, English Language and/or Literature, ICT, Art and Design, Games Development, Sociology and Psychology. Over the course you will have considerable use of industry standard software such as Adobe Photoshop for editing your work. Gateway is known for an outstanding end of year exhibition which is open to the public, your work may feature in this.

## CAREER PROGRESSION

This qualification could lead to careers in the following sectors: Media, Business, Education, Creative Arts, Administration and Social Work.

## FURTHER INFORMATION

Teachers on this course have substantial experience in examining and have published several Media textbooks. Plans for next year's course include a two-day trip to London where we will visit a range of media-related organisations, such as Warner Brothers (The Harry Potter Experience) and BBC TV production studios.

Updated July 2018

## KEY FACTS

### Course Duration:

Two years

### Entry Requirements:

Standard entry requirements.

### Assessment of A Level:

Two externally set examinations covering Production Task, Magazine Production, A magazine front cover, contents page and double page spread feature article for new magazine in a genre to of your choice.

You should create a product for a mainstream publisher targeting an audience of 25-40 year old affluent aspirers.

Length: 4 pages AND Audio-visual Production: A sequence from a radio or television current affairs programme about the launch of the magazine.

Length: 3 minutes

## MEERA DARJI

### Previous School:

Soar Valley College

### Age: 19

"I chose Gateway because A Level Media is really good if you want to have some experience of practical work but also want to understand theory. I was very proud of creating a believable DVD cover for a television drama in AS. This year I'm doing an independent project, analysing representation in American horror films. It's a challenging course with lots of variety in what you do."



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