



# Media ( AQA )

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If you've ever wondered how films are made, how adverts work, if we can believe the news we hear, and why you can always predict storylines in soaps... then you're beginning to think like a media analyst! Choose Media Studies, and you'll have the chance to discuss and analyse a wide range of media texts. The contemporary media landscape is changing – new technologies and platforms are providing interesting new areas for study, and this course offers the opportunity to explore them.

## Content and Assessment

### Paper 1

#### What's assessed

Questions will focus on issues and debates in the media. A topic will be released in advance of the exam. Students will be expected to use any relevant elements of the theoretical framework in order to explore the ideas in the paper.

#### How it's assessed

Written exam: 2 hours  
35% of A-level

### Paper 2

#### What's assessed

Questions will focus on the analysis of media products, through the lens of the theoretical framework. Students will be expected to refer to the Close Study Products (CSPs) provided by AQA and other products they have studied. They will also be expected to demonstrate understanding of the contexts in which the products were created.

#### How it's assessed

Written exam: 2 hours  
35% of A-level

#### Non-exam assessment: Creating a media product What's assessed

Application of knowledge and understanding of the theoretical framework.

Practical skills relating to the media format of their choice. Cross-Media Products made for an intended audience.

#### How it's assessed

A choice of topics related to the over-arching (annually changing) theme  
30% of A-level

Assessed by teachers  
Moderated by AQA

## Teaching

Media Studies is challenging and enjoyable. Your lessons will be a mix of practical work and theoretical analysis. You should be prepared to lead discussions in class seminars and should have the discipline to manage individual research tasks. Media Studies is much more than classroom study, it requires students to engage with current affairs and social issues; you should be prepared to challenge the opinions and views of yourself and others.

## The Future

The BBC has come to the North West and has moved several major departments - Children's, Sport, New Media, Five Live and Research and Development out of London to Salford; the Media will be a major employer in the local area. Specific careers such as those in the media, such as journalism, or any communications based profession would benefit from this qualification. The balance of practical and theoretical study in this qualification would allow successful candidates to access University courses that focused on media technology or academic research.



# Independent Learning

## Independent learning tasks in Media

<p>1. Review each lesson's notes and, using <i>'Media Magazine online'</i>, find key articles, then add to the class notes you have made with relevant/interesting additional material.</p>	
<p>2. Check the BBC Learning Media website for new online courses once a fortnight. Take notes of key points and have a go at putting the theory into practise. E.g. complete the online "Breaking News" course and then attempt to write your own news bulletin.</p>	
<p>3. Regularly visit and browse <a href="http://www.guardian.co.uk/media">www.guardian.co.uk/media</a>. Read the articles and blogs, make comments, or print off and keep those which interest you. Create a section in your file for 'current affairs and opinion'. You can also try to insert articles into your class file at relevant points. Look for other sources of Media comment/opinion.</p>	
<p>4. Weekly, use the British Media Online website look at two National Newspapers coverage of the same news story. Identify the ideological stance of the institution around the subject matter and the values of the audience buying the publication. Research the historical social and political stance of the institutions involved; then try to make predictions about the direction a follow up story of the featured article would take in each publication.</p>	
<p>5. Work on a producing a revision folder. This will contain summaries of the work you have covered both in and out of the classroom. You should also include past questions and reports from the examiners. Use the AQA GCE Media Studies site to access additional materials.</p>	
<p>6. Working with a peer, review your last QMA assessment piece. Exchange essays/presentations/reviews/production pieces and using the assessment objectives mark their work. Identify three areas of strength and improvement. Feedback to each other and then make their suggested improvements to your work. Review this against the assessment criteria and teacher feedback; would this piece now achieve a higher grade?</p>	