

Media Studies

A-level Media Studies offers students the opportunity to develop knowledge of key issues surrounding the media, an understanding of techniques and relevant theories for critical analysis and debate. Students will draw on their existing awareness of the contemporary media to debate wider social, cultural, historical, political and economic contexts critically. Media products for specialist audiences and from different historical periods are studied, while students also consider the global nature of the media today. Students will also complete their own media product.



This course is suitable for students who keep up to date with developments in the media, enjoy creative and analytical work and those interested in a degree or career in television and radio production, journalism, advertising, communications and public relations. Furthermore, this course complements other subjects such as English Language, Sociology and Psychology.

Entry Requirements:

Students should have achieved a grade 5 in GCSE English



Case Study Marissa Brown: Argyle House

"I am extremely glad I decided to join St Robert's Sixth Form from Argyle House as I wanted to begin my studies in media, something I was unable to do at my previous school. I feel I have developed my practical and creative skills as well as knowledge of media in the wider world.

Through specialising in the aspects of media which I am most interested in, I am able to make informed decisions about my future, particularly in studying Business and Marketing at University."

What will I study?

Students will gain an understanding of how media products are purposefully created through media language and representations. Also the process of production will be studied looking at different media industries and how to target audiences. Products studied include music videos, video games, advertising, film marketing, newspapers, radio, television, magazines and blogs.

How will you be assessed?

Assessment occurs by written examination at the end of Year 13 and through non-exam assessment (NEA) creating your own products.

How will I be taught?

A mixture of lectures, discussions group work and independent learning.

What skills will I develop?

You will develop skills in analysis and interpretation of media techniques, as well as creative, technical and communication skills.

What career pathway does this subject offer?

Students can progress into studying a range of practical and academic University courses. For some students, it is a pathway into technical support for equipment, hair and make-up, special effects, animation or web design. For others, marketing, social media, politics or business is a preferred career path.