



# MEDIA STUDIES

**Qualification:** A-Level

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## Overview of subject:

We are surrounded by media and yet so few people really understand it. What shapes our view of certain people or events? Why do we want to buy things we didn't know we wanted? Should we be worried that only six companies control over 90% of the Western World's media? Why, on average do we look at our phone 58 times a day? (spoiler: It's not to make a call.) Media studies has the answer for all these things and more.

## Topics studied in the syllabus include:

- **Representation:** How media texts shape our view of social groups, events, and individuals and the impact of these representations on media audiences.
- **Media Language:** How ideology and meaning is shaped by the construction of a media text.
- **Media Industries:** Understanding the effects of ownership, finance, organization, and regulation.
- **Media Audiences:** How media impacts on consumers, how audiences are targeted and grouped, the psychology and social effects of media, how the line between audience and producer is being blurred.
- **Contexts of media:** The influence of social, political, economic, historical, and personal contexts on the creation of media texts.
- **Creative media:** This is where students demonstrate their understanding of media and theory by creating their own media using IT such as Photoshop and Final Cut Pro.



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## **The course might be of interest:**

If you have an interest in how the media impacts on our lives. Because of the diversity of media texts we study and the variety of theoretical frameworks used, the course is a great companion to subjects such as English, psychology, sociology, business studies, drama, and art.

## **Potential future pathways:**

The media industry is one of the UK's biggest growth industries, valued at 71 billion pounds in 2020 with a forecast of 75 billion in 2022, making it one of the UK's biggest employers.

After A-Levels many of our students choose to continue their study of the media at universities or choose apprenticeships with employers such as the BBC, Warner Bros, and Unilever.

Some of our media studies alumni have moved onto careers with Apple, the BBC, and Sony, as well as starting creative careers in radio, television, and film.