



# Media Studies

## Examination Board (AQA)

## Studying the Subject/Subject Content:

Analysing and producing a range of media products.

This includes looking in detail at Media language, Media industries, Media representation and Media audiences.

## Assessment:

The A level is 2 exams of 2 hours, worth 35% each, and a non-exam assessment, in which you create a media product, worth 30%

## What could you do after studying this subject?

Media links in with a range of careers:

- Media planner
  - Multimedia specialist
  - Programme researcher, broadcasting/film/video
  - Public relations officer
  - Runner, broadcasting/film/video
  - Television/film/video producer
- Jobs where you're A level would also be useful include:
- Advertising account executive
  - Broadcast journalist
  - Editorial assistant
  - Event organiser
  - Information officer
  - Magazine journalist
  - Market researcher
  - Writer

## Subject specific entry requirements:

English Grade C or a 4

## Suggested reading material:

### Books

- Media studies: the essential introduction – rayner, wall & kruger (routledge)
- desperately seeking the audience – ang (routledge)
- ill-effects: the media/violence debate – barker & petley (routledge)
- mythologies – barthes (vintage classics)
- advanced level media – bell & rivers (hodder & stoughton) • ways of seeing – berger (penguin)
- film art: an introduction – bordwell & thompson (mcgraw-hill)
- power without responsibility: the press and broadcasting in britain – curran & seaton (routledge)
- media studies: an introduction – dutton (longman)
- reading television – fiske & hartley (methuen)
- women and soap opera – geraghty (polity press)
- understanding television – goodwin & whannel (routledge)
- understanding news – hartley (routledge)
- manufacturing consent – herman & chomsky (vintage)
- the newspapers handbook – keeble (routledge)
- no logo – klein (flamingo)
- how to read a film – monaco (oxford)
- genre and contemporary hollywood – neale (bfi)