

Media Studies

– Student Guide for Advanced
Subsidiary/Advanced GCE Specifications

This subject offers you the opportunity to combine a theoretical understanding of the mass media in society and methods for analysing media texts (eg television programmes, films, advertising, the press) with the development of practical skills for media production. The balance of theory and practical work means that you will learn about how media industries operate, research and investigate issues and debates about the role of the media in society, analyse texts from a variety of media, and produce texts of your own.

Before you start this course

It would be helpful if you have studied GCSE Media Studies, but it is not a requirement.

Other subjects which would go well with Media Studies are English Language, English Literature, Performing Arts, Theatre Studies, Sociology, Art and Design, Communication Studies and Film Studies.

With a qualification in Media Studies you could go on to Higher Education or work in the media or a related field.

This subject is made up of 6 units.

To get a certificate for Advanced Subsidiary GCE, you will need to have studied for and attempted 3 AS units of assessment.

To get a certificate for Advanced GCE, you will need to have studied for and attempted 3 AS units, **together with 3 A2 units.**

The units available at AS are:

Unit 2730 Coursework: Foundation Production

In this unit you will make one media production accompanied by an individual Production Log. You will need to plan, construct and evaluate the work with regard to the form and style of the production and its intended audience. This will be marked by your own teacher/tutor and externally moderated by OCR.

Unit 2731: Textual Analysis

In this unit you will answer one compulsory question dealing with textual analysis of technical aspects of the moving image medium and one compulsory question on a comparative study of two texts.

Unit 2732: Case Study: Audiences and Institutions

This unit assesses your knowledge and understanding of media institutions, production processes, technologies and related issues concerning audience consumption and reception.

The three units form the Advanced Subsidiary GCE qualification.

The units you will study for A2 are:

Unit 2733: Advanced Production

In this unit you will make one media production demonstrating advanced creative and practical skills. You will need to plan, construct and evaluate the work with regard to the form and style of the production and its intended audience. This will be marked by your own teacher/tutor and externally moderated by OCR.

Unit 2734: Critical Research Study

In this unit you will carry out independent and sustained research on a topic from a set list produced by OCR. The research will involve detailed and comparative textual analysis, investigating academic and critical perspectives and carrying out primary research into media industries and audiences. This will be independent work, supervised by your teacher/tutor. This unit will be assessed by a 2-hour exam.

Unit 2735: Media Issues and Debates

In preparing for this unit you will study issues and debates arising from the media in society, broken down into three areas – broadcasting, film, and print. For each area, there will be three set topics provided by OCR. This unit brings together your understanding of textual analysis, institutions, representation and audiences. This unit will be assessed by a 2-hour exam.

These 3 units complete the Advanced GCE qualification.

The assessment structure for Media Studies is:

