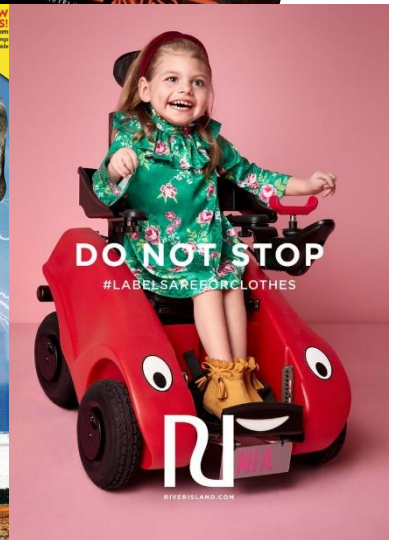
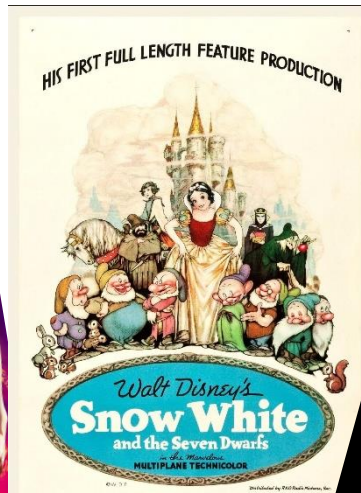




A Level Media Studies



Introducing A Level Media Studies

OCR A Level Media Studies (H409) is a popular choice for students who want to explore the dynamic world of media and develop transferable skills.

Here are some reasons why students should choose this subject:

1. Engaging and Relevant Content

- Media is everywhere—film, TV, advertising, social media—and this course helps students understand how these industries shape culture and society.
- The specification covers contemporary topics like representation, media language, audiences, and industry practices, making learning highly relevant to real-world contexts.

2. Develop Critical and Creative Skills

- Students learn to analyse media texts critically, considering issues such as gender, ethnicity, and ideology.
- The course encourages creativity through practical production tasks, such as creating magazines, websites, or short films, which build technical and design skills.

3. Strong Academic Foundation

- Media Studies combines theoretical understanding with practical application, developing research, essay writing, and analytical skills that are valuable for higher education.

4. Assessment Variety

- Students are assessed through written exams and a Non-Exam Assessment (NEA), which includes creating original media products. This balance suits both analytical and creative learners.

Teaching & Learning

Our Approach

- We combine **theory and practice** to make learning dynamic and relevant.
- Lessons are interactive, encouraging discussion, debate, and critical thinking about contemporary media issues.
- We use **real-world media texts** (TV shows, films, advertising campaigns, social media) to connect theory to current industry trends.

Activities

- **Analytical tasks:** Deconstructing media texts to explore representation, media language, and audience impact.

- **Creative projects:** Designing magazine pages, websites, or short films as part of the NEA.
- **Collaborative work:** Group projects and peer feedback sessions to develop teamwork and communication skills.
- **Independent research:** Students investigate media industries and audience behaviour to deepen understanding.

Key Skills Developed

- **Critical analysis:** Understanding how media shapes culture and ideology.
- **Technical skills:** Using digital tools for design and production.
- **Communication:** Writing essays, presenting ideas, and pitching creative concepts.
- **Problem-solving and creativity:** Responding to briefs and creating original media products.
- **Research and evaluation:** Applying academic frameworks to real-world examples.

A Level Assessment

Students will be assessed in the following ways:

Component 1: Media messages (35%)

- **Content:** Media language, representation, and industry contexts across a range of media forms (e.g. advertising, magazines, news (online and print), music videos).
- **Assessment:** Written exam with analytical questions based on set texts and unseen material.

Component 2: Evolving media (35%)

- **Content:** Detailed analysis of television, film, radio and video games, exploring issues like ideology, audience interpretation, and historical context.
- **Assessment:** Written exam requiring extended responses and comparative analysis.

Component 3: Non-Exam Assessment (NEA) – Creating Media (30%)

- **Content:** Students create original media products (e.g., magazine pages, websites, or audiovisual content) based on a brief set by OCR.
- **Assessment:** Coursework marked by teachers and moderated by OCR. This component develops technical, design, and creative skills.



Subject combinations

A Level Media Studies can be studied with a wide range of other subjects, the following complement Media Studies:

Art

Photography

Film Studies

English Language/Literature

Progression Routes

A Level Media Studies is ideal for careers in journalism, marketing, advertising, film, TV production, social media management, and digital content creation.

It provides a pathway to university courses in Media, Communications, Cultural Studies, and related fields.

Entry and skill requirements

The entry requirements for A Level Media Studies are:

G5 in English OR G5 in English Literature OR G5 in Media Studies

What do our students think?

“This course helped me develop critical thinking and technical skills. It’s perfect preparation for careers in media and marketing.” – Grace

“The practical side of the course is brilliant. Creating websites and a music video for my NEA gave me confidence in using professional tools. I also really enjoyed the trip to Sparks 2025 which gave me a chance to talk to professionals in my area of interest” - Alfie

Contact us

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