Media Studies

Exam Board Eduqas
Qualification A-level
Entry Requirements Grade 5 in English Language or Literature

Content

This is a challenging and diverse course in which learners study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audience. During the first year of the course students will study a variety of media products including newspapers, music videos, advertising, film marketing, computer games and radio. Set texts include 'Black Mirror', 'Les Revenants' and 'Assassins Creed'.

In Year 13 students will apply the knowledge developed during the first year of the course to a range of television, print and online texts. In addition, students will also be required to produce an individual cross-media production, based on two forms in response to a choice of briefs set by Eduqas, applying knowledge and understanding of the theoretical framework and digital convergence. These options are likely to include producing an advertising campaign for a new film or TV show alongside related audio-visual or online products or creating a new magazine or music video. Students are expected to use their study time to develop their practical skills and to independently research aspects of the media that they are investigating. In addition, students will be encouraged to access a range of media from a variety of sources and to engage with current media debates.

Assessment

Component 1: Media Products, Industries and Audiences.
Written examination: 2 hours 15 minutes
35 % of qualification

Component 2: Media Forms and Products in Depth
Written examination: 2 hours 30 minutes
35 % of qualification

Component 3: Cross-Media Production
Non-exam assessment
30% of qualification

Career Prospects

The media plays a central role in contemporary culture, society and politics. In studying this course, learners are placed in an advantageous position as applicants to colleges and universities, and with employers who are looking for bright young people with a range of exciting ideas. Students can go on to study degree-level Media; Film Studies; Marketing; Teaching; Journalism; Advertising etc.