

# A Level Media Studies



**Exam Board:** Eduqas

**Entry Requirements:** grade 5 or above in English Language or English Literature.

## Why study Media?

The Media is studying you - shouldn't you study it, too? It's the 21<sup>st</sup> century and our exposure to the Media has exploded! We now engage with multiple forms of media throughout almost every aspect of our daily lives; this includes traditional platforms such as television and print, interactive online games, apps and social media communities. Studying the Media is eye opening, interesting and creative, and helps young people to understand their place in the rapidly changing world of communication and technology. Plus- it's fun!

## What does the course involve?

The A level qualification covers the theoretical framework of: Media Language, Representation, Media Industries, Audiences and Media Contexts. You will explore Advertising and Marketing, Film Promotion, Newspapers, Television in the Global Age, Magazines, Radio, Music Videos, Mainstream and Alternative media, and Media in the Online Age. There are 2 written examinations worth 70% of the course. The remaining 30% is assessed by a creative piece of coursework. You will create 2 original media products from a choice of TV, Magazine, Film, or Music Video briefs. This is a very challenging and very enjoyable part of the course that involves an intensively creative process.

Media Products, Industries and Audiences (application of theories learned)	Component 1 Exam (35%)
Analysing Media Language and Representation	Unseen audio-visual or print resource response
	Representation in relation to set products and media contexts, extended response
Understanding Media Industries and Audiences	Assessing two of the following areas: Advertising, Marketing, Film, Newspapers, Radio, Video Games - and Music Videos
Media Forms and Products in Depth (applying theories to selected case studies)	Component 2 Exam (35%)
Television in the Global Age	One two-part question or one extended response
Magazines: Mainstream and Alternative Media	One two-part question or one extended response
Media in the Online Age	One two-part question or one extended response
Cross-Media Production (creating own product)	Non-Exam Assessment (30%)
An individual cross-media production based on two forms (online, print, moving image, radio etc.)	In response to a choice of briefs set by the exam board

## Where will Media Studies lead me post Sixth Form?

Media Studies is a strong foundation for moving on to studying Film or Media in higher education and the world of work. It provides understanding and skills that can be applied to photography, journalism, advertising, marketing, business management, film, TV, radio and a whole host of creative, vocational and academic avenues of life. For more information, please contact Mrs Stone: [rebecca.stone@sirthomasfremantle.org](mailto:rebecca.stone@sirthomasfremantle.org)