

A Level Media Studies



Exam Board: Eduqas

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

Why study Media?

Over the past ten years the world of media has exploded; we are now exposed to various forms of media throughout almost every aspect of our daily lives, from the traditional news on the television, to instant news alerts sent straight to our phones and the ways we communicate with friends and family. Understanding how this huge facet of human life works is a social knowledge and skill deficit that needs to be redressed. Studying Media is eye opening, interesting and creative work that helps young people to understand their place in the rapidly changing world of communication and technology.

What does the course involve?

The AS and A2 qualifications cover the major areas of Media Studies: media language, representation, media industries, audiences and media contexts. Students will explore in-depth case studies in television in the global age, magazines: mainstream and alternative media, and media in the online age. These topics form the theoretical study of media and their analytical application, and are assessed via examinations. The remaining 30% is assessed by a creative piece of coursework, where students create their own piece of media; this could be a mini film, a trailer, a magazine spread, a website, a music video, a promotional campaign or a range of other forms and products. 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)	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 media contexts
Media Forms and Products in Depth (applying theories to prepped case studies)	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 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 Mr Kendall: aaron.kendall@sirthomasfremantle.org