

# A Level Media Studies

**Examination board & syllabus:** Eduqas

**Minimum Entry Requirements:** GCSE English Language Grade 4/5

## **Course Outline:**

This course is designed for anyone interested in the way the media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase.

## **Assessment:**

### **Component 1: Media Products, Industries and Audiences**

This section looks at advertising, marketing, film, newspapers, music videos, radio, video games - and media contexts.

Written examination: 2 hours 15 minutes

35% of qualification

### **Component 2: Media Forms and Products in Depth**

This focuses on media language, representation, media industries, audiences and media contexts through studying television, magazines and online media

Written examination: 2 hours 30 minutes

35% of qualification

### **Component 3: Cross-Media Production**

An individual production of two forms of media which respond to a brief given by the exam board.

Non exam assessment

30% of qualification

## **Equipment required / Approx Cost:**

Some printing costs and some purchase of media texts (magazines / newspapers) may be required

## **Independent Study Tips:**

One hour of independent study for every hour of taught time.

## **Higher Education Progression:**

A Level Media Studies is useful for all Media and Communication, English, Film Studies, Journalism and Broadcasting degrees.

## **Career Opportunities:**

This A Level is valued for careers within the Media industry such as journalism and broadcasting as well as marketing, events and advertising.

