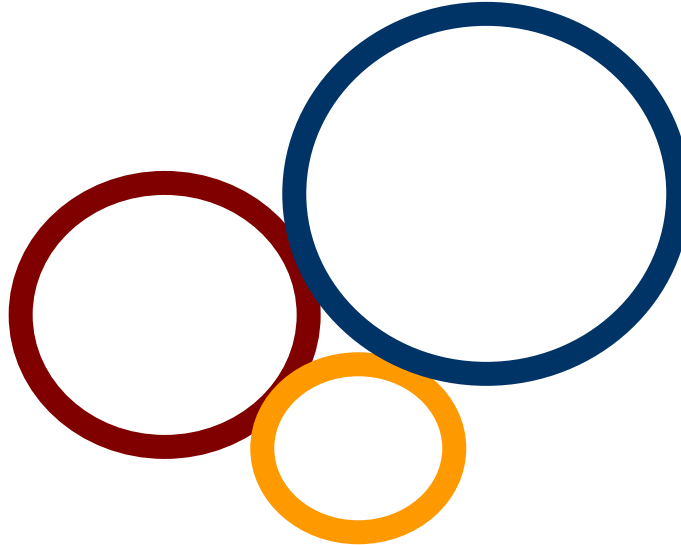


AS/A Level MEDIA STUDIES



Awarding Body

Eduqas

Who is the course for?

Media Studies as a subject is highly compatible with many subjects in the post 16 curriculum because of the training it provides in independent and critical thinking and analysis. Specifically, there are opportunities for links with Arts and Humanities subjects.

What can it lead to?

As well as progression into Higher Education or a Media career, having a detailed understanding of the media is also of great benefit when making the step from academia into the world of work. Even small businesses are now aware of the importance of the media when building relationships with target consumers.

What are the entry requirements?

6, 9-5 GCSE passes including at least a 5 in GCSE Maths and English Language

What will I Study?

You will study a range of media forms considering: media language, representation, media industries and audiences. The forms you will study are: newspapers, magazines, television, online, social and participatory media, advertising and marketing, film, music video, radio and video games. The course will enable you to develop a critical awareness and understanding of the media. You will analyse the role of the media in building and moulding society and its attitudes, through the exploration of media texts. You will also investigate the institutions which produce and regulate media texts, and the audiences which respond to them. A distinctive feature of the course is the practical production element. This enables you to put theory into practice by creating your own media product.

How will I be taught?

A mixture of theoretical analysis of media texts alongside the practical application of learning through practical coursework tasks.

How will I be assessed?

Exams 70% Practical Project 30%

Component 1: Media Products, Industries and Audiences is a written paper split into two sections. In the first section, you will need to analyse media language and representation in relation to two of the following media forms: advertising, marketing, music video or newspapers. In the second section, you will be assessed on your knowledge of Media Industries and Audiences in relation to two of the following media forms: advertising, marketing, film, newspapers, radio, video games – and media contexts.

Component 2: Media Forms and Products in Depth is a written paper split into three sections which each assess different areas of your knowledge and understanding. The first section is about Television in the Global Age, the second section is about Magazines: Mainstream and Alternative Media and the third section is about Media in the Online Age.

Component 3: Cross-Media Production is an individual project where you create a cross-media production based on two media forms (e.g. Television, Advertising and Marketing (Film or Music), Magazines or Online, Social and Participatory Media) in response to a choice of briefs set by the exam board. You are expected to apply your knowledge and understanding of media language, representation, audience, institution and digital convergence.

What equipment or materials will I need?

Access to the internet is vital.