



Media Studies A Level (Eduqas)

Why study this subject?

The media is an integral part of modern life. It could be argued that nearly everything we learn about the world comes to us through the media, which makes the voice of the media producer incredibly powerful. Whether you surf the internet, watch television, are an avid film-buff, hard-core gamer or smartphone user, you are interacting with media products. All of them have been specifically constructed to convey meaning and values, but few people are conscious of what these values are, or how they are being affected by the products they consume. Choosing media studies will provide you with the opportunity to objectively analyse existing media texts. You will also develop industry specific skills in the creation of your own media products.

Entry Requirements

Please see the entry requirements page on the school website.

Content

You will learn how to analyse and deconstruct different forms of media using a range of contemporary theory and academic perspectives. You will learn how to use audio-visual equipment and how to construct several of your own media products using the Adobe Creative Suite. Media Studies allow you to develop your written skills as well as your practical skills.

The Eduqas specification for Media Studies covers four theoretical perspectives over two years.

During Year 12 you will cover:

- Media Language
- Media Industries
- Media Audiences
- Media Representation
- Social, cultural, historical, political contexts

You will be applying all this work to a variety of media texts, including prescribed exam ones, throughout the year.

During the course you will cover:

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- A range of media texts to enhance learning
- Practical Production work: choice from of a range of media briefs

Assessment

70% Examination – externally assessed (two papers)

30% Practical Coursework – internally assessed and externally moderated

Future courses and possible careers

Media studies A-Level is a stepping stone into higher education. You could choose to take any media related degree, including media production, film studies or broadcast journalism. Media students develop excellent communication and practical skills which make them suitable for a wide range of employment opportunities, including PR and marketing work, media production roles and other roles within the creative industries. Media studies compliment a range of subjects e.g. sociology, English Language, English Literature, psychology and photography.