

Media Studies A Level

Exam Board: Eduqas

Subject Specific Criteria:

- **Grade 5 in GCSE Media Studies if studied**
- **Grade 5 in GCSE English Language**

As a GCE Media Studies student, you will analyse how media products use language and representations to create meaning. You will learn about the media industry and how the industry affects how media products are made. You will investigate media audiences, exploring which groups of people watch, read and consume the products. You will also consider how different people might respond to products differently and why. You will study many different media forms, such as:

- Television
- Online Media
- Advertising and Marketing
- Film Marketing
- Magazines
- Newspapers
- Social and Participatory Media
- Music Video
- Radio
- Video Games

You will also explore and apply critical perspectives including those of world-renowned media and cultural theorists and will examine how social, historical, political and economic contexts affect media production. You will have the opportunity to apply what you have learned through the production of your own media texts.

Assessment: Component 1: Media Products, Industries and Audiences

Written examination: 2 hours 15 mins
35% of qualification

Component 2: Media Forms and Products in Depth Written examination: 2 hours 30 minutes
35% of qualification

Component 3: Cross-Media Production Non exam assessment 30% of qualification An individual cross-media production based on two media forms in response to a choice of briefs set by WJEC, Eduqas.

Skills Required:

- Independent learning
- A good level of written English
- An interest in the media
- Analytical/critical thinking

Course Information:

The media is the most dynamic, innovative and influential method of mass communication of modern times. It has been reported that adults in Great Britain are consuming media for almost 8 hours a day! That's 8 hours a day watching films and television, reading newspapers, and sifting through online media. Within that time, we are bombarded by other people's representations of the world and how we respond to these representations can affect our perceptions of people, places and society, of politics and culture, of ourselves and of our place in the world. Media Studies is a vital tool necessary to understanding the media's significance and its power.

Future Opportunities:

Over one hundred universities offer courses in Media, Communications and Cultural Studies in the UK. A GCE in Media Studies helps you to progress to these courses, as well as to those in other areas such as English, Humanities and Social Sciences. There is a huge array of career opportunities in the media, which is an industry that is growing at an exponential rate. If you are looking for a job in this area, studying Media at GCE and at degree level is a route into careers such as TV and film production, advertising, journalism, interactive media, and digital marketing. It could help to provide you with the foundation to secure roles in technical production, special effects, web design and postproduction. There has never been a better time to become a Media Studies student. To learn more, ask your teacher about Media Studies.

Subject Enrichment:

- Use of industry specific editing programmes
- Workshops run by industry professionals