

Media Studies A Level

Examination Board: Eduqas

Why study media?

As the media and communication industries become ever more diverse and dynamic, studies in the field of media are growing in popularity. In today's media-dominated cultural landscape, media has become one of the most relevant, exciting and important subjects you could choose to study.

If you are a Humanities student with an interest in current affairs and the media, or if you are a student wishing to pursue a career in marketing, TV, film, PR & journalism, then this could be the course for you!

What skills do I need to be successful?

Strong analytical/inference skills

You need to be able to read a variety of texts, include unseen texts, and interpret them.

A high level of accuracy and clarity in written expression

This is an academic, essay-based subject in which you are required to produce fluent, extended response answers.

A keen interest in reading/listening to/watching and consuming a range of media products

You will be required to read widely about a range of issues and developments in the media world, as well as watching, listening to and consuming a range of media products, not just your set texts.

What is the course structure?

The course is divided into 3 Components, two of which are examined and are worth 70% of the overall qualification, and one of which is coursework which is worth 30%.

Component 1: Media Products, Industries and Audiences **(Exam: 2 hours and 15 minutes; 35%)**

- This component involves the study of several texts from across various media forms (Newspapers, Advertising, Music Video, Radio, Videogame and Film)

Component 2: Media Forms and Products in Depth **(Exam: 2 hours and 30 minutes; 35%)**

- This component involves the in-depth study of three different areas of media: Television, Magazine and Online.

Component 3: Cross-Media Production **(30%)**

- This component will require the creation of your own media product. For example, you might create a three minute clip from a music video or television show that you have created, alongside a print product such as a magazine front cover. This unit requires practical production skills and you will be using cameras and computer software to create your products.

What can I do after the course?

- Higher Education: BA in many subjects, including English Literature, Film Studies, Film and Television Production (3 years) or Media Theory or Combined Studies.
- HND in Media Production (2 years).
- Or possibly entry level into careers in Film, TV, Marketing, PR & Journalism.