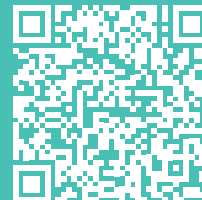


A Level Media Studies Eduqas

Find out more



LINEAR

Why study Media Studies?

Media Studies offers a broad examination of contemporary culture. In a world in which the average teenager consumes more than six hours of media per day and advertising has become ubiquitous, Media Studies provides students with the skills to recognise and disentangle the influence of the media on how we live, connect, and communicate.

Alongside this, students develop their creative digital practice on industry standard Adobe software packages, most frequently in the form of magazines, advertising campaigns or music videos.

About the course

The course explores a diverse range of texts and industries, providing students with detailed knowledge and understanding of a range of media, from advertising to music videos to long-form television drama to magazines and much more. The practical element (non-exam assessment) presents students with an opportunity to advance creative skills in a range of digital mediums. Media Studies pairs particularly well with English and Photography, whilst also complementing many of the social sciences.

Year 12

In Year 12 students begin with a study of the fundamental principles of Media Studies. These core study topics include media language, representation, audience and industry.

Students then move on to studying several key areas for their exam, including advertising, the film industry, music videos, magazines and newspapers. Within these topics students analyse how representations are constructed and how stereotypes around demographic factors, such as gender and age, continue to be propagated by the media. They will also explore the specific visual language of each of these mediums and how they make meaning. Within both areas' students explore key theoretical areas and philosophical schools of thought, such as structuralism and semiotics, to help position their studies within the broader academic fields of which they are a part.

In the summer term students begin work on their practical coursework production. This asks students to respond to a brief, much as one would within creative agencies, to produce a folder of work based around either a magazine, advertising campaign, music promotion campaign or film promotion campaign. This will always require students to produce work in more than one format, for example both physical magazine pages and a website.

Year 13

In Year 13 students' study both TV drama and online media in great depth, as well as looking at radio and video games in relation to media industries and audience. These help to develop students' ability to decode the new language of social media and how it is being utilised within more traditional media industries. The areas of study are the same as detailed above.

Once students have completed their coursework folders in the Autumn term, attention is turned toward the two written exams that will be sat around the beginning of June.

Assessment

Assessment is conducted through two written exams and one coursework project.

Exam 1: 2h15: Media Products, Industries and Audiences (35% of qualification)

Exam 2: 2h30: Media Forms and Products in depth (35% of qualification)

Coursework (30% of qualification)

Entry criteria

Students should have achieved a minimum of a grade 4 in their Media Studies GCSE. For students who did not take the subject at GCSE, we would expect a grade 4 in English.

Outside the classroom

Where possible, we aim to take students to some of our country's leading centres of media industries, such as London and Bristol, to give them a wider range of experiences than are on offer in Cornwall.

