

# Media Studies A Level



**Exam Board:** Eduqas

**Entry requirements:** Grade 4 in GCSE English Language, Grade 4 in GCSE Media Studies (if taken)

## Intent

### Structure

On this course, you will study a range of media forms in terms of media language, representation, media industries and audiences: newspapers, magazines, television, online, social media, advertising and marketing, film, music video, radio and video games. This will be linked to a range of media theorists and ultimately your own individual production coursework, helping you to develop your analytical and practical skills. Whether you have done Media in KS4 or are new to the subject, this course will help you to understand the how the media works and its relationship to you and to the wider world.

A-Level Media Studies (Eduqas) is a two-year course, with final assessment in Year 2.

See the Content and Sequencing section (below) for detail of each of the two years and the Assessment Methods section (below) for the examination structure and components.

## Implementation

### Content & Sequencing

A-Level Media Studies (Eduqas) is a two-year course, with final assessment in Year 2.

**In Year 1**, you will be introduced to a range of new media products, theory and background:

*Component 1: Investigating Media Language and Representation*

You will study media language and representation in relation to examples chosen by the centre from the following forms:

- music video and video games
- advertising and film marketing
- newspapers and radio news/current affairs programmes

*Component 2: Investigating Media Forms and Products*

In this component, you will study media language, representation, media industries and audiences in relation to texts set by the exam board in the following forms :

- television
- magazines
- blogs

*Component 3: Media Production (Coursework)*

In Year 1, you will undertake a 'practice' coursework unit, following exam board procedure and assessment, during the Spring Term. You will choose a production task from Briefs set by the exam board, including television production, magazine production, film marketing and music video.

**In Year 2**, you will be introduced to further media products and theory in order to develop your knowledge and understanding further. You will also undertake your Component 3 Individual Coursework Production unit over

a number of weeks (see details below), and there will significant preparation for the two final written exams.

### Assessment Methods

Throughout the course, we develop and test your knowledge and skills through exam-style practice marked to examination standard.

In the second year of the course, final assessment is made through three examined Components:

*Component 1: Meanings and Representations in the Media*

Written examination: 2 hours 15 minutes (30% of qualification) in Summer of Year 2

*Component 2: Media Forms and Products in Depth*  
Written examination: 2 hours 30 minutes (40% of qualification)

*Component 3: Cross-Media Production*  
Coursework (non-exam) assessment (30% of qualification) – two individual production tasks chosen from Briefs set by the exam board, which include print and audio-visual work (TV production, radio production, magazines, music video, film marketing print materials). This work is undertaken in a set period of time during Year 2.





## Impact

### Onward Progression

As well as expanding your understanding and awareness of a range of different media products, the media industry and media theory, the A-Level Media Studies course is also about:

- Developing your practical / production skills
- Developing your creativity
- Developing your understanding of the media and media industries
- Developing independent working and thinking
- Developing critical and analytical skills
- Developing your research skills
- Developing your communication skills: verbal, written and media-based

Many A-Level Media students have gone on to take Media Production courses at University (e.g. Brighton, Southampton Solent, Bournemouth) or other media-related courses (e.g. Events Management, Advertising, Journalism). Media Studies A-Level helps to develop a wide range of transferable skills applicable to many Higher Education courses and careers. We are also very proud to see former A-Level students now working in the media industries or running production companies.

### Further information contact

Mr Graham Piper - Curriculum Lead for Media Studies  
graham.piper@shoreham-academy.org