

# Media Studies

## A Level

**Exam Board:** Eduqas

### Subject Specific Criteria:

- Grade 5 in Media Studies (if studied) or grade 6 in English or English Literature

### Component 1: Media Products, Industries and Audiences 35%

Students will analyse media products through the study media language and representation. Students will study products such as through music videos, video game, advertising, film marketing, newspapers and radio for specific audiences.

### Component 2: Media Forms and Products in Depth 35%

Students build on the knowledge and understanding developed in Component 1 by studying four key areas - media language, representation, audiences and media industries in relation to television, magazine, blogs and websites.

### Component 3: Cross-Media Production (non-exam assessment) 30%

This is the practical part of the course and allows students to create an individual cross-media production for an intended audience. Students will choose a brief set by the exam board which can include: television, magazines, film marketing, and music marketing and online options.

### Skills Required:

- Analytical and critical thinking skills
- Independent learning
- Creative skills

### Course Information:

This course offers students the opportunity to develop a thorough and in depth understanding of the media. Students will study a variety of media forms such as TV, music videos, video games, advertising, film marketing, news and radio offering opportunities for detailed analysis of how the media communicate meanings.

### Futures:

This course develops higher level analytical skills which are useful in a wide range of University courses and careers. It also develops creative skills and independent learning.

### Student Quote

*"I like to see how products are created and how the different layers build up to a whole meaning." – Year 12 student.*

