(Eduqas) - A Level

MEDIA STUDIES

A Level Media requires students to critically analyse the role the media plays in our everyday lives. You will build on your knowledge gained at GCSE to develop a thorough and in depth understanding of the media theoretical framework.

FUTURE OPPORTUNITIES

The course equips learners for further study at university in courses such as Media, Communications and Cultural Studies. The academic rigour required makes it an excellent foundation for courses such as English, Humanities and Social Sciences. A level Media is also a route into careers such as TV and film production, journalism, digital marketing and advertising.

ENTRY REQUIREMENTS

GCSE:

5 at GCSE Media or English (if not studies GCSE Media).

CONTACT:

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COURSE CONTENT & ASSESSMENT

Across the three components, you will study a range of set texts from different media forms and critically interrogate how their codes and conventions are used to construct meaning.

Component 1: You will develop knowledge and understanding of key aspects of the theoretical framework - media language and representation. You will study a range of set texts which include:

- Film Marketing with a focus on Black Panther and I, Daniel Blake. You will analyse the films' marketing material across various media, exploring the convergence of media platforms.
- Music videos with a focus on Formation, Beyonce and Seventeen Going Under, Sam Fender.
- Video games with a focus on the Assassin's Creed franchise. You will analyse the impact the franchise has had on the gaming industry.
- Component 2: You will study three media forms in depth, exploring all areas of the theoretical framework. These media forms include:
- Crime Dramas with a focus on Peaky Blinders and The Bridge. Through an in-depth study of two contrasting programmes produced in different social and cultural contexts, you will explore the dynamics that shape contemporary television.
- Magazines with a focus on Vogue and The Big Issue. You will study two magazines, developing an understanding of the contextual factors that shape their production, distribution, circulation and consumption.
- Online and participatory media with a focus on JJ Olatunji/KSI and Attitude. You will analyse the role played by the social media and websites in the media today, investigating the potential they offer for self-representation.

Component 3 (NEA): You will have the opportunity to apply the knowledge gained in Component 1 and Component 2 to your own practical production. You will be required to create a production for an intended audience and industry context.

EXAMINATIONS Year 13

- **Written Examination 1: set texts (35%)**
- **Written Examination 2: set texts (35%)**
- **NEA - practical production (30%)**