

A Level Media Studies

...A 21st Century Subject

“People today learn more from the media than any other single source of information. On this course, one of the most important things I’ve learnt is that if we want to understand what is going on in the 21st Century, we have to understand the media”

- Year 12 Huntington Media Studies student

COURSE DESCRIPTION

Through studying Media Studies, students will view, evaluate and analyse a variety of media products, and develop practical skills spanning a range of media forms. You’ll find contemporary, diverse topics and varied and engaging content, helping students to develop research, problem-solving skills as well as their creativity. They’ll also refine their debating skills through the discussion of contemporary issues from a range of perspectives.

COURSE CONTENT: Eduqas A Level Media Studies

Component 1:

Media Products, Industries and Audiences: Written examination – 2 hours 15 minutes (35% of qualification)

In this component, learners will develop knowledge and understanding of key aspects of the theoretical framework - media language and representation – as an essential basis for analysing media products from a variety of forms. Students will study a number of products that span the whole range of the media, from advertising to music videos. In addition, learners will study products from specific media industries and for specific audiences, ranging from film to newspapers, and to develop their knowledge and understanding of those areas of the theoretical framework. Learners will also explore how media products relate to their social, cultural, historical, political and economic contexts. In this component, learners will also develop their ability to apply relevant media theories.



Component 2:

Media Forms and Products in Depth: Written examination - 2 hours 30 minutes (35% of qualification)

In this component learners are required to study three media forms in depth, exploring all areas of the theoretical framework - media language, representation, media industries, and audiences - in relation to audio-visual, print and online products set by the exam board. The forms to be studied in depth are: television, magazines, blogs and websites. Learners will explore these three media forms through close analysis of the set products, comparing their use of media language and the representations they offer in relation to relevant social, cultural, economic, political and historical contexts.



Component3: (NEA: coursework)

Cross-Media Production: Non-exam assessment - internally assessed (30% of qualification)

This is one of the most exciting parts of the course for us, as students are able to apply what they have learnt to creating two practical pieces. Each year the exam board sets professional style 'briefs' and students must respond to them, selecting which mediums to work in and making media products across two different platforms. Students relish a chance to build on or learn new practical skills, create a professional -style portfolio and work with cutting edge equipment like HD cameras and iMacs.

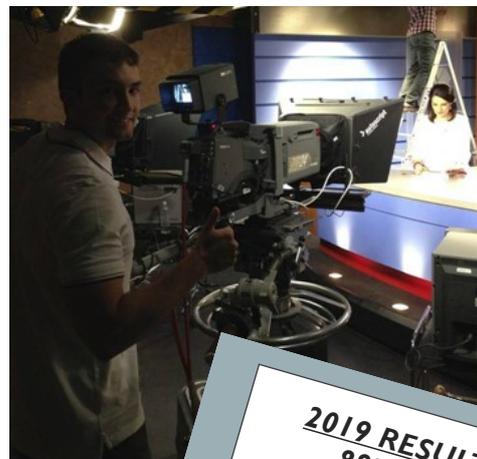
Examples of past students' work...



Students are able to produce work in web design, print and moving image / broadcast.

CAREER POSSIBILITIES

An A Level in Media Studies is not your passport to a job in this field of work. However, media employers do look encouragingly at a student who can demonstrate an understanding of how the media operates. The Media industry is one of the fastest growing sectors in the world and university courses reflect employer's demands for crucial skills in this discipline. Past Media students have enjoyed success across all aspects of the Media and related industries. Former students have commented upon the usefulness of the range of transferable skills that studying the Media has given them.



GCSE GRADE PROFILE

Students who study Media Studies must achieve five GCSE grades from 9 - 4 in a range of subjects, including a grade 5 in English and a grade 5 in another essay writing subject.

**2019 RESULTS:
88% A*-B
ALPS GRADE 2:
"OUTSTANDING"**