

# Media Studies A Level

Exam Board: Eduqas

Entry Requirements: GCSE 6/7 in English. If you have studied media before it is an advantage, but not essential - Grade 6/7 GCSE or BTEC Level 2 Distinction in Media.

## Units of Study

Over the course of the 2 year A Level, students will complete three major assessments to gain the A Level qualification:

### Component 1:

#### Media Products, Industries and Audiences

Written examination, 35% of qualification. The examination assesses media language, representation, media industries, audiences and media contexts. It consists of two sections:

##### Section A: Analysing Media Language and Representation

This section assesses media language and representation in relation to two of the following media forms: advertising, marketing, music video or newspapers.

##### Section B: Understanding Media Industries and Audiences

This section assesses two of the following media forms – advertising, marketing, film, newspapers, radio, video games - and media contexts.

### Component 2:

#### Media Forms and Products in Depth

Written examination, 35% of qualification. The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:

Section A – Television in the Global Age

Section B – Magazines: Mainstream and Alternative Media

Section C – Media in the Online Age

### Component 3: Cross-Media Production

Non exam assessment, 30% of qualification. An individual cross-media production based on two forms in response to a choice of briefs set by Eduqas, applying knowledge and understanding of the theoretical framework and digital convergence.

### Assessments:

Component 1: Two hours and fifteen minutes examination, 35% of A Level – Assessed at the end of Year 13

Component 2: Two and a half hour exam - 35% of A Level - Assessed at the end of Year 13

Component 3: Non-examined Assessment - 30% of A Level – Submitted for moderation in Year 13

### Skills gained and enrichment opportunities:

Throughout the course students will enhance their enjoyment and appreciation of the media and its role in their daily lives. They will develop critical understanding of the media through engagement with media products and concepts. While completing the A Level students will gain both analytical and technical skills which they will use to critically analyse the media. They will need to research and consider concepts, theoretical approaches and discourse. In addition, they will need to apply this knowledge and understanding to their exam answers and through creative application of the production processes, technologies and relevant contexts.

The media studies A Level also allows students to gain transferable skills required by many industries or higher education courses. Students learn and gain skills in analytical writing, academic research methods, project management, time management and working both as a team or autonomously.



### Progression/career opportunities

Completing a course in media studies provides a suitable foundation for the study of media studies, or a related area, through a range of higher education degree courses. Alternatively direct entry into employment in areas such as: business engagement, journalism, marketing, film and television, and advertising. In addition, the course provides coherent, satisfying and worthwhile study for students who simply have an interest in the world of media.

### Further information:

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