

	<u>MEDIA STUDIES</u>	
	Qualification Level	A-Level
	Exam Board/ Syllabus	Eduqas
Contact(s)	Mrs Parmar	

Why Study This Course?

A-Level Media Studies can be successfully combined with a wide range of other courses. The subject develops skills of analysis and fosters creativity. It can lead, not only to Media Studies and communications courses in higher education, but to a wide range of courses in the arts and humanities generally, leading to careers in such fields as journalism, advertising, broadcasting, public relations and many other areas where good powers of analysis and communication are desirable.

Course Content/Assessment Structure

Content Overview	Assessment Overview	
Learners will study: <ul style="list-style-type: none"> Media language – considering how elements of media language incorporate viewpoints and ideologies. The significance of genre and how audiences may respond to media language. The factors that influence representations and explore representations of events, issues, individuals and social groups in the media, using relevant theoretical perspectives. How representations relate to relevant contexts of media. Key aspects of media industries, including the significance of ownership and funding; the role of regulation in global production and distribution; the impact of digitally convergent platforms and the effect of individual producers on media industries. How mass and specialised audiences are targeted. The categorisation and construction of audiences, as well as how audiences' use of and responses to the media reflect identity and social, cultural and historical circumstances. 	Component 1 Media Products, Industries and Audiences Written examination	35%
Learners will study: <ul style="list-style-type: none"> The following three media forms in depth: television, magazines, blogs and websites. Set media products, comparing their use of media language and the representations they offer in relation to relevant social, cultural, economic, political and historical contexts. The role of media industries in shaping media products. 	Component 2 Media Forms and Products in Depth Written Examination	35%
Students will: <ul style="list-style-type: none"> Synthesise knowledge and understanding of the media theoretical framework by applying knowledge and understanding of the media synoptically to practical production. Develop a response to the specific requirements of the chosen brief by selecting a genre/style (or topic/issue) appropriate to the specified intended audience and industry context for their cross-media production. Create products related to one of the following forms: television, advertising and marketing: music /film and magazines. 	Component 3 Cross-Media Production Non-exam assessment	30%

<i>Business & Innovation</i>	English	<i>Expressive Arts & Languages</i>	<i>Humanities</i>	<i>Mathematics</i>	<i>PE</i>	<i>Science</i>
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