

Media Studies A Level



Exam Board: Eduqas

Why A Level Media Studies?

Media surrounds us! To make sense of the world today is to be proficient in deciphering the symbolism and coding of what we read, watch, listen to and interact with. To study media is to understand and develop communication skills and techniques in a range of media contexts: print, audio-visual and interactive. To function effectively in the 21st century is to have a developed, informed, critical and creative sense of the way media can be used to shape perceptions, attitudes and behaviour.

Thinking and Life Skills you will develop:

- Critical analysis
- Research
- A broad commercial and cultural awareness of the media and creative industries
- Teamwork
- Initiation and development of creative work in writing, audio-visual or other electronic media
- A flexible, creative and independent approach to tasks
- The ability to work to a brief and meet deadlines.

University degrees that require or often prefer Media include:

Media Studies, Media and Communication Studies, Journalism and Broadcasting.

What will you study?

Students will hone communication skills for a range of audiences through a variety of media forms – film, TV, advertising, radio and the internet. Research techniques and creative production skills, combined with working in groups and as individuals, will develop transferable skills for the future.

The A-level linear topics will enable pupils to apply knowledge and understanding to a theoretical framework, and then use practical skills that relate to a media format of their choice for their Non-Exam Assessment (30%). As well as this, pupils will further their understanding of the Media by applying theoretical knowledge to two exams, both of which are worth 35% each. Questions across both papers will focus on: issues and debates within the Media, and the analysis of media products through the lens of the media theoretical framework.

Possible careers:

Directly related: Programme research film/video/broadcasting, public relations and production.

Further afield: Advertising/ marketing, journalism, information officer, civil service and broadcasting.

Entry requirements:

Minimum grade 6 in GCSE Media Studies or an equivalent qualification eg: ICT, Business Studies, English Language.



'The school and family share the responsibility of preparing the young person living in a world of powerful images, words and sounds. Children and adults need to be literate in all three of these symbolic systems.'

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