

# Media Studies

A LEVEL

## COURSE CODE

A Level Eduqas B680QS

## ENTRY REQUIREMENTS

- Grade 4 in GCSE English Language
- Grade 4 in GCSE English Lit
- Students must: take a genuine and active interest in a range of media forms, including texts outside of their 'comfort zone', be ambitious and creative, be able to write analytically, using sophisticated vocabulary when responding to texts.

## WHAT WILL YOU LEARN?

- Students develop both a theoretical and practical understanding of audio-visual, print and online media products.
- Students will also apply various media theories, perspectives and debates, covering all concepts under the 'theoretical framework' (Media Language, Audience, Representation, Industry).
- Students will cultivate skills in critical thinking, applying an analytical mind to modern media and its effects on society.

## ASSESSMENT

### A Level

35% = Component 1: Media Products, Industries and Audiences  
Written examination: 2 hours 15 minutes

35% = Component 2: Media Forms and Products in Depth  
Written examination: 2 hours 30 minutes

30% = Component 3: Cross-Media Production  
Non exam assessment

## NEXT STEPS

A-Level Media students go on to study various subjects at degree level at some of the most prestigious schools in the U.K . Universities and employers note that Media students have developed a breadth of knowledge and analytical skills which are invaluable to higher studies. Specific higher education courses include Marketing, Media and Popular Culture, Film and Television Production, Film Studies, Event and Project Management and English Literature.

## CAREER INFORMATION

Studying A-Level Media can lead to a number of dynamic career opportunities. Students have gone on to exciting and practical apprenticeships in television production and film, as well as digital marketing and graphic design. The entertainment, public relations, and marketing industries provide a wide range of employment opportunities in Film, Television, Radio and E-Media.

