

# Media Studies A Level

## Eduqas

**Media Studies A Level is a 2-year contemporary and exciting subject that is pertinent to the current world we live in. We look at media texts such as music videos, advertising and marketing, film promotion, video games, radio, newspapers, television, websites and magazines; plus equip you with the ability to analyse, debate and evaluate the world and messages around you. The course also provides you with the opportunity to create your own media production using industry standard software.**

### Course Structure

You begin the course with a 6 week induction - a Media Studies 101, if you will - so that you quickly become familiarised with all four media concepts - Language, Representation, Audience and Industry - and the 21 theorists you need to encounter and apply throughout the course. This student-centred approach gives you the opportunity to identify media texts you consume, find interesting, provoking or significant in some way and apply media specific concepts, terminology and theory. We then begin working on the set texts for Sections A and B for Component 1, ending the year with preparation for the cross-media production. During your second year, you will study magazines, TV and online media texts for Component 2, developing your written responses to sustain a strong line of argument, ready to confidently tackle the exams.

### Skills & Knowledge

You will develop critical analysis, debating and evaluating skills throughout the course and be able to apply the four key concepts to a number of texts from a range of platforms such as moving image, print and online. You will learn how to deconstruct texts in relation to contextual factors. You will also learn practical production skills as part of the non-examined assessment (NEA) using Adobe Premier Pro, Garage Band and/or Adobe Photoshop.

### Assessment

There are two exams at the end of the second year of study, which make up 70% of your final grade plus the NEA, which is worth 30% and is set by the exam board in which you must create a cross-media production.

### Opportunities & Enrichment

Every year, we hold our own Media Department Showcase in which the best practical work is nominated for OSCAR like awards, during which students get the opportunity to see their work on a big screen. There are trips to the London Film Festival to watch various screenings and we are currently running a Young Reporter Scheme enrichment. Our department is fully equipped with macs, alongside filming, lighting and audio equipment, which you are able to borrow for your NEA.

### Future Careers & Pathways

Students who study this course have a multitude of opportunities open to them. The vast majority of students progress onto higher education, many onto media related courses, but the interdisciplinary nature of Media Studies means that it provides valuable transferable skills for other courses such as business, law, IT, the humanities, expressive arts and social sciences. Former WMSF Media Studies students who have gone on to work into media related areas include industries such as film making, media production, journalism, digital marketing, PR, events management, media law, teaching, graphic design, game design and website/content creation. We forge links with a range of universities, many of those in the London area such as Ravensbourne, Westminster and Middlesex, but also further afield, with Bournemouth and Birmingham City Universities. Students who do not wish to progress onto a higher education course have the option of applying for media related apprenticeships and work in the industry itself. Former students have completed work experience and internships at UKTV, Revolver Media, BBC Worldwide and with freelance media producers and smaller production companies; this has led to them gaining employment in the sector.