

A Level Media – Subject Information Sheet

Why choose A Level Media Studies?

“The media is the most powerful entity on Earth. They have the power to make the innocent guilty and to make the guilty innocent, and that is power. They control the minds of the masses” – Malcolm X

Every day you are exposed to newspaper headlines, film trailers, advertising on billboards and constant updates on your social media accounts. What could be more important than thinking critically about the messages you are receiving? How do the media you consume influence your life? How does the mainstream media manipulate the masses to maintain the status quo? What are the consequences? What are the alternatives? What might the future hold?

The Eduqas A level in media studies offers students the opportunity to develop a thorough and in depth understanding of key issues, using a comprehensive theoretical framework and a variety of advanced theoretical approaches and theories to support critical exploration and reflection, analysis and debate. The study of a wide range of rich and stimulating media products is central, offering opportunities for detailed analysis of how the media communicate meanings in a variety of forms. Students will work from the product outwards to debate key critical questions related to the social, cultural, political and economic role of the media. Through studying media products holistically in relation to all areas of the theoretical framework, students will engage with the dynamic relationships between media products, media industries and audiences. Students will also consider established media forms alongside more contemporary forms, developing an awareness of emerging and evolving media.

This course also recognises the fundamental relationship between theoretical understanding and practical work, providing students with exciting opportunities to develop media production skills in different forms, apply their knowledge and understanding of the theoretical framework to media forms and products, and become creators of meaning themselves. Students are offered a choice of briefs and forms within which to work, enabling them to explore and pursue their own media interests.



CONTENT OVERVIEW	ASSESSMENT OVERVIEW	
<p>Section A: Analysing Media Language and Representations</p> <p>You will learn to analyse media language, considering how elements of media texts incorporate viewpoints and ideologies. You will consider factors that influence representations and will explore representations of events, issues, people, and social groups in the media. You will learn how to assess media language and representation in relation to advertising, marketing, music video, and newspapers.</p> <p><i>Texts studied include: Beyonce’s Formation music video; Vance Joy’s Riptide; and Wateraid charity adverts.</i></p> <p>Section B: Understanding Media Industries and Audiences</p>	<p>Component 1: Media Products, Industries, and Audiences</p>	<p>35% of total A level</p>
	<p>Written examination</p> <p>2 hours 15 minutes</p>	

<p>You will develop knowledge and understanding of 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. In addition, you will consider the targeting of mass and niche audiences, the categorisation of audiences, as well as the ways audiences use and respond to the media. You will study a range of media industries including: advertising, marketing, film, newspapers, radio, and video games.</p> <p><i>Texts studied include: Black Panther (2018); I, Daniel Blake (2016); and Assassin's Creed III: Liberation.</i></p>	<p>Written paper</p>	
<p>Section A: Television in the Global Age</p> <p>Television today is a global industry. The international popularity of genres like Nordic noir, the global reach of broadcasters like HBO, and the growing number of international co-productions reflect the increasingly transnational outlook of TV in the global age. You will carry out an in-depth study of two TV programmes from different social and cultural contexts, exploring the dynamics that shape production, distribution, and circulation.</p> <p><i>Texts studied are Humans (UK, 2015) and The Returned (France, 2012)</i></p> <p>Section B: Magazines – Mainstream and Alternative Media</p> <p>The magazine industry in the UK is a highly challenging media environment, with 1000s of titles competing for readers and market space. You will study two magazines, developing an understanding of the contextual factors that shape their production, distribution, circulation, and consumption, as well as issues such as the representations they offer.</p> <p><i>Texts studied are Vogue and The Big Issue.</i></p> <p>Section C: Media in the Online Age</p> <p>In a world increasingly dominated by digital technology, online, social and participatory media have become an integral part of the media landscape. Through an in-depth study you will explore the role played by blogs and websites in the media today.</p> <p><i>Texts studied are Pointless Blog and DesiMag.</i></p>	<p>Component 2: Media Forms and Products in Depth</p> <p>2 hours 30 minutes</p> <p>Written paper</p>	<p>35% of total A level</p>

<p>Learners will create a cross-media product in response to a set brief. There will be opportunities to develop a range of production skills including: photography; lighting techniques; Photoshop editing; InDesign; Final Cut; and Garageband. The current Year 13 students are creating a music video and accompanying music magazine to promote the artist.</p>	<p>Component 3: Cross-Media Production</p> <p>Non-exam assessment</p>	<p>30% of total A level</p>
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Want to find out more? Here are some useful websites and resources to use.

https://www.eduqas.co.uk/qualifications/media-studies-as-a-level/#tab_overview

<https://www.ucas.com/explore/subjects/media-studies>

What other subjects would work well with A Level Media Studies?

- English
- Sociology
- Psychology
- Business
- History

Educational Progression and Career Opportunities.

What possible careers or degree subjects would A Level Media Studies be useful for?

Studying Btec Media will equip you for a wide range of jobs, including as: a presenter, advertising media buyer, Copywriter, media researcher, broadcast journalist, writer, social media manager, television/film producer, PR consultant, web content manager, photographer, political adviser, editorial assistant, film editor, SFX artist, camera person, Photoshop artist, and many more.