

Course Level

A Level

Awarding Body

EDUQAS

Entry Requirements

Grade 5 in GCSE Media or Film. If not taken at GCSE, Grade 5 in English Language or English Literature.

Assessment

70% from two external examinations.

30% from non-exam assessment (comprising of a production and a written evaluative analysis).

MEDIA STUDIES

Aims and Objectives

The media is the most dynamic, innovative, and influential method of mass communication of modern times. It has been reported that adults in Great Britain are consuming media for almost eight hours a day. That's eight hours a day watching films and television, reading newspapers, and sifting through online media. Within that time, we are bombarded by other people's representations of the world and how we respond to these representations can affect our perceptions of people, places and society, of politics and culture, of ourselves and of our place in the world. Media Studies is a vital tool necessary to understanding the media's significance and its power.

As a GCE Media Studies student, you will analyse how media products use language and representations to create meaning. You will learn about the media industry and how the industry affects how media products are made. You will investigate media audiences, exploring who are the people who watch, read and consume the products and considering how different people might respond to products differently, and why. You will study many different media forms, including Television, Online Media, Advertising and Marketing, Film Marketing, Magazines, Newspapers, Social and Participatory Media, Music Video, Radio & Video Games.

What skills will I develop?

Media Studies will help you to develop valuable transferable skills such as critical thinking, analysis, research, planning, skills of enquiry and evaluation, practical skills, creativity, time management, essay writing skills and more. Your studies will complement and assist your learning in other subjects such as English Language and Literature, Humanities, Sociology, Film, Business Studies and ICT (including how to use video editing software Adobe Premiere Pro and desktop publishing software Photoshop and Indesign for the Extended Project).

Course Content

You will explore and apply critical perspectives including those of world-renowned media and cultural theorists, and will examine how social, historical, political and economic contexts affect media production. You will also have the opportunity to apply what you have learned through the production of your own media texts, exploring and creating media forms such as music videos, magazines, television, websites and film marketing.

Career and Progression Opportunities

Over one hundred universities offer courses in Media, Communications and Cultural Studies in the UK. A GCE in Media Studies helps you to progress to these courses, as well as to those in other areas such as English, Humanities and Social Sciences. There is a huge array of career opportunities in the media, which is an industry that is growing at an exponential rate. According to accountancy giant PWC's latest Global Entertainment & Media Outlook 2018-2022, the entertainment and media sector was worth £76 billion in 2022 and the video games sector is currently valued at more than half the UK's whole entertainment industry. If you are looking for a job in this area, studying Media at GCE and at degree level is a route into careers such as TV and film production, advertising, journalism, interactive media, and digital marketing. It could help to provide you with the foundation to secure roles in technical production, special effects, web design and post-production.

This course is appropriate for students who would like to progress onto further study or work placements which could lead to a career in the Media Industry, such as Web Design, Journalism or one of the many roles in the TV and Film industry. Media Studies can also lead to careers in Marketing, Advertising or Public Relations. However, an awareness of how the world of media works can also support other careers, such as Social Work, Law and Education. By knowing how the media operates students will be able to decode messages more skilfully and engage with topics that interest them. In addition, knowledge of the media is increasingly valued and is becoming an important aspect of work in most institutions in our media saturated society.

Link to specification: <https://www.eduqas.co.uk/media/d3fbs2s3/eduqas-a-level-media-studies-spec-from-2017-e-27-05-2021.pdf>