

*Please also read through the BTEC Creative Digital Media Production sheet before making your choice. Be aware that it is likely that only one Media course will run depending on numbers*



# MEDIA STUDIES

**QUALIFICATION**      A Level

**Examination Board**      Eduqas

## **What do I need to know or be able to do before taking this course?**

**It is not a requirement that you should have studied Media Studies at GCSE in order to take this A Level.** It is more important that you have an enquiring mind and are interested in both traditional media modes such as film, television and radio and also the fast developing new media technologies such as websites, video gaming and App development. It is vital that you have an enthusiasm to explore and research media texts and a willingness to work within groups for practical work. A minimum grade of 5 or above in English at GCSE is also required to start this course.

## **What will I learn on this A Level course?**

- This course enables you to develop a critical awareness and understanding of the media and its role in building and moulding society and its attitudes through the exploration of the products of media production processes (media texts), the institutions which produce them and the audiences which respond to them;
- The course aims to provide a range of media competencies relevant to you as future consumers and producers of media products;
- How to analyse media texts such as films, television, radio, newspapers magazines and video games and understand the complexities and methods of their production;
- How to produce a range of practical work including television, website and magazine design gaining experience in areas such as script writing, directing, camerawork and video editing and graphic work.

## **What kind of student is this course suitable for?**

This course will appeal to students who:

- have a keen interest in the media and the effects that it has on society;
- wish to pursue a career in a media-related profession;
- are interested in new technologies and their impact on the consumer;
- have a creative imagination;
- wish to develop practical design and video making skills
- want to keep their options open.

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### **What is covered on the AS/A2 level course?**

<b>Component</b>	<b>Name</b>	<b>Mode of Assessment</b>	<b>Duration</b>	<b>Mark</b>
1	Media and Meaning	Examination	2 hours-	30%
2	Media Forms and Product	Examination	3 Hours	40%
3	Cross Media Production	NAE/ Coursework	-	30%

### **The A Level specification has 3 components:**

#### **Component 1: Meanings and Representations in the Media**

This component introduces you to the knowledge, understanding and skills required to analyse media products through the study of key areas of the theoretical framework - media language and representation. You will study media language and representation in relation to a broad range of media products such as: music video , video games, film marketing,newspapers and radio news/current affairs programmes In this component, you will analyse how representations, discourses and ideologies are constructed in media products through media language, as well as how representations are influenced by social, cultural, historical and industry (including economic and political) contexts.

#### **Component 2 - Media Forms and Products In Depth**

In this component, you will build on the knowledge and understanding developed in Component 1. You will study media language, representation, audiences and media industries in relation to:

- television – a choice of three options, each including two contrasting programmes
- magazines – a choice of three options, each including two contrasting magazines set
- blogs and websites – a choice of three options, each including two contrasting online products.

#### **Component 3 - Cross-Media Production (non-exam assessment)**

*This is a practical portfolio produced in school.*

You will create an individual cross-media production in two different forms for an intended audience, applying their knowledge and understanding of the theoretical framework and digital convergence in response to a choice of briefs. The forms that you can work in include television, magazines, film marketing, music marketing and online options. The intended audience and industry context are specified in a brief set by the exam board.

#### **What could I go on to do at the end of my course?**

If you are interested in working in a media industry this course will enable you to develop the foundation knowledge required to progress on to media-related degree courses at university. These could include, TV Production, Radio Production, Filmmaking, Journalism and Script Writing. This course also complements the BTEC Performing Arts Level 3 course where students are considering a career in drama and the A LEVEL Photography course.