



### Who is this course for?

This course is for any student who enjoys creative tasks, critical thinking and debating. The course focuses on the narrative and impact of the media, and the social, cultural, political and historical contexts in which media texts are produced.

### What could it lead to?

The course could lead to any relevant careers in the media, such as advertising, marketing and public relations. It could also lead to careers in the relevant industries, such as television, film, magazines, online or social media. It is an appropriate course for enhancing wider knowledge of the world and gaining research and analytical skills that are necessary for university.

### What is the course about?

This WJEC Eduqas Media Studies specification provides a coherent and in depth approach to studying the media. The set texts that need to be understood and analysed include music videos, print adverts, video games, newspapers, science fiction television series, magazines, radio and social media influencers. Students will also study the respective industries, for example ownership of film studios (like Disney) and their significance. The course explores applicable contexts, for instance the representation of gender in the media over time, cultural movements such as the 'Black Lives Matter' movement and historical influences such as the consumer boom of the 1950s. The application of theorists develops higher order thinking skills and the Controlled Assessment component encourages creativity and technical expertise in media production tasks.

### How will I be assessed and what will I be studying?

The WJEC Eduqas Media Studies course is assessed in three components:

- **Component 1:** Media Products, Industries and Audiences  
*Written examination: 2 hours 15 minutes – 35% of qualification*
- **Component 2:** Media Forms and Products in Depth  
*Written examination: 2 hours 30 minutes – 35% of qualification*
- **Component 3:** Cross-Media Production  
*Non exam assessment – 30% of qualification*

### Useful websites/further reading

Search – 'Eduqas A Level Media Studies'

Creative Skillset – [creativeskillset.org](http://creativeskillset.org)

Moving Image Awards –  
[movingimageawards.co.uk](http://movingimageawards.co.uk)

