




<b><u>A-Level Media</u></b>		
<b>Full course title and Exam Board</b>	Eduqas Level 3 Advanced Subsidiary AS/A Level in Media Studies	<b>Specification QR</b> 
<b>Teacher(s)</b>	Ms Dakin <a href="mailto:adakin@enfieldgrammar.org">adakin@enfieldgrammar.org</a>	
<b>Introduction</b>	<p>The media plays a central role in contemporary culture, society and politics, shaping our perceptions of the world through the representations, ideas and points of view they offer. This course aims to explore how Media texts create meaning, and how their representations of the world affect audiences. You will also look at the economic and cultural context in which individual media texts operate, through the close analysis of a range of media texts – both ‘traditional’ media (newspapers, television, films,) and digital online media (blogs, websites). You will also develop practical production skills and will be required to produce your own media products.</p> <p>Any student with an interest in the Media and/or thoughts of following a Higher Education course in Media / Film / Communications / Journalism / Cultural Studies would benefit from taking this course.</p>	
<b>What is the course about?</b>	<p>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.</p>	
<b>How will I be assessed and what will I be studying?</b>	<p>The WJEC Eduqas Media Studies course is assessed in three components:</p> <p><b>Component 1:</b> Media Products, Industries and Audiences <i>Written examination: 2 hours 15 minutes – 35% of qualification</i></p> <p><b>Component 2:</b> Media Forms and Products in Depth <i>Written examination: 2 hours 30 minutes – 35% of qualification</i></p> <p><b>Component 3:</b> Cross-Media Production <i>Non exam assessment – 30% of qualification</i></p>	
<b>Current Text book</b>	WJEC/EDUQAS MEDIA STUDIES FOR AL YR 1 & AS: STUDENT BOOK ISBN: 978-1-911208-10-	
<b>Future Career Directions</b>	<p>The course is relevant to students considering a career in Media. It can lead directly to training or to a place on a Media degree course. You will develop a range of skills on the course, which could lead to a number of different options in employment or Higher Education. Media Studies can lead to industry-related roles in areas such as production, journalism, photography, marketing and advertising.</p>	
<b>Subject Entry Requirements</b>	Grade 5 in Media (if studied)	

