

A Level Media Studies



➤ Introduction

Media Studies is a dynamic and engaging subject that helps students understand the powerful role media plays in shaping our world. By studying a wide range of media forms—such as film, TV, advertising, social media, and video games. Students develop critical thinking, analytical, and creative skills.

The course explores key issues like representation, audience influence, and media production. Media Studies also encourages creativity through practical projects, making it an ideal choice for students who enjoy both analysis and hands-on work.

➤ What will I learn?

In the Eduqas A Level Media Studies course, learners explore a wide range of media forms and products, gaining a deep understanding of how media texts are constructed and interpreted. The course is divided into 4 key areas: Media Language, Media Representations, Media Industries, and Media Audiences. Students are required to study a variety of set texts across different media platforms such as television, film marketing, music videos, newspapers, advertising, magazines, radio, video games, and online/social media. These texts are analysed in relation to theoretical frameworks and key media concepts, including genre, narrative, representation, and audience engagement, as well as relevant media theories from scholars such as Barthes, Hall, and Van Zoonen.

In addition to theoretical analysis, the course includes a practical production component where learners create their own media product. This allows them to apply their understanding of media language and representation in a practical way. The coursework (Non-Exam Assessment, or NEA) involves planning, producing, and evaluating a cross-media production for a specific audience, following a brief set by the exam board. Throughout the course, learners develop critical thinking, analytical writing, and creative production skills, preparing them not only for exams but also for further study or careers in media-related fields.

➤ How will I be assessed?

Component	Type	Duration	Weight
Media Products, Industries and Audiences	Exam	2hrs 15mins	35%
Media forms and Products in Depth	Exam	2hrs 30mins	35%
Cross-Media Production	NEA	12 Weeks	30%

Key Information:

- Two components are externally assessed
- One component is controlled assessment
- Assessment includes a mix of:
 - Short-answer questions
 - Longer essay questions
 - Set texts
 - Unseen texts

➤ Opportunities

The Media is constantly changing, and this allows us to have on-going discussion about relevant topics. It also encourages students to critically consider the media they choose to consume and how far it is mediated and for what potential purpose.

➤ Other subjects?

Many students find Media Studies is complementary to subjects such as Business Studies, English Literature, Psychology and Sociology.

➤ Future Careers

Media Studies could lead to a wide range of careers, such as journalism, video game development, marketing, film production, advertising, or anything related to social media.

➤ Course Information

Course Code -A680QS
Examination Board - Eduqas