

# A Level Media

**Grade entry requirements: Level 5 in GCSE English**

## **Subject Outline and Progression**

### **Exam Board: Eduqas**

Exam details: Two written exams (70% of assessment), Non-Exam Assessment (30%)

Course structure:

- Component 1 – Investigating the Media (written exam): Advertising (including Film Posters), Music Video Film Industry, Newspapers, Radio, Video Games
- Component 2 – Media Forms and Products in Depth (written exam): Television, Magazines, Online Media
- Component 3 – Cross-Media Production (non-exam assessment)

Theoretical Framework:

- Media Languages
- Representations
- Media Industries
- Audiences
- Contexts

### **Skills that will be developed**

- Enhanced knowledge and understanding** of the role the media in their lives and their relationship to it;
- Analytical and critical thinking skills** applicable in a multitude of academic and career paths;
- Creative media skills and experiences** offering **wider forms of expression**;
- Greater appreciation** of the breadth, depth and fast-changing nature of Media industries, leading to a **curiosity** about future trends and their impacts on modern life;
- Enriched **cultural experience, competence, and media literacy**, and a growing **lucidity** in their own identities, values and relationships and agency as both media users and producers, within ever-evolving media-saturated society.

This is achieved by familiarisation with the **theoretical framework** of Media Studies – **Media Languages, Representation, Audiences and Media Industries** – and practising applying it across a vast body of examples across different media forms, including **print, broadcast and e-media**, and industries, including film, television, magazine, news, advertising, video games and radio. Students are actively encouraged to draw upon a plurality of examples from their own media consumption, placing value *of* their own media experiences and choices, as well as being guided through exposure to a range of examples of media within the curriculum. They are introduced to a range of **theoretical perspectives** and encouraged to evaluate the strengths and limitations of these.

Finally, students of Media Studies have opportunities for creativity, pairing their developing knowledge, understanding and critical thinking skills with new creative skills in **practical production projects**.

**Works well with:** English, Psychology, Politics, Sociology, History, Geography, Business, Computing

**Careers:** Journalism, Graphic Design, Editing, Marketing, Advertising, Producing, Research, Digital Marketing, Social Media Management, Copywriting, Photography, Directing, Screenwriting

**Any expenses:** N/a