

MEDIA STUDIES

ACCREDITING AUTHORITY | EDUQAS

COURSE LEVEL 3 | A Level 2 year course. One exam at the end of the course. One piece of coursework.

WHAT IS MEDIA STUDIES?

"Whoever controls the Media - the images - controls the culture." Allen Ginsberg

This course will enable you to understand how the Media influences our thinking and our attitudes, analyse how images, sound and setting are used in film to manipulate our responses and to consider who produces particular media texts and why. Working largely with contemporary texts you will explore the diverse world of the Media - from magazines and TV dramas to computer games and the internet. You will also have the opportunity to produce a practical production, showcasing your individual talents and understanding of central media concepts.

COURSE FOLLOWED

EDUQAS [Media Studies](#)

METHOD OF ASSESSMENT

30% Coursework

Learners will practically explore the creation of **three** linked media products in a cross-media production (Band web Page) **Advertising and Marketing: Music**

Create a cross-media production to include an original music video for a new or local/unsigned artist or band and related print or online products

70% Exam:

Component 1:

Media Products, Industries and Audiences

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of two sections:

Section A: Analysing Media Language and Representation

This section assesses media language and representation in relation to **two** of the following media forms: **advertising, marketing, music video or newspapers.**

Section B: Understanding Media Industries and Audiences

This section assesses **two** of the following media forms – **advertising, marketing, film, newspapers, radio, video games - and media contexts.**

Component 2: Media Forms and Products in Depth.

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:

Section A – Television in the Global Age (including non-English programmes)

Section B – Magazines: Mainstream and Alternative Media.

Section C – Media in the Online Age

ENTRY REQUIREMENTS

Grade 5 in GCSE English Literature or Language.

FUTURE PROSPECTS

Any career connected to the Media – Journalism, TV, Film, Radio and Publishing

For further information please contact MR J Flaxman

