



Media Studies

Awarding Body	Eduqas	Specification Code	A680QS	603/1149/6
Type of qualification	A Level			
Entry Requirements	GCSE English Language grade 4 or above GCSE Graphic Communication, Art and Drama can provide additional transferrable skills			
Course Content	<p>Students study a range of media forms; newspapers, magazines, film, music video, television, radio, online, advertising and marketing, social and participatory media and video games, in terms of social and historical context and a theoretical framework consisting of media language, representation, media industries and audiences.</p> <p>In addition, the course has been designed to provide regular opportunities to creatively develop technical and practical skills to increase understanding and prepare for the practical element of the course.</p>			
Assessment Method	<p>Two formal examinations in the Summer of year 13 and one non-exam-assessment beginning at the end of year 12.</p> <p>Component 1: Media Products, Industries and Audiences Written examination: 2 hours 15 minutes. 35% of qualification. Analysing Media Language and Representation Understanding Media Industries and Audiences</p> <p>Component 2: Media Forms and Products in Depth Written examination: 2 hours 30 minutes. 35% of qualification. Television in the Global Age Magazines: Mainstream and Alternative Media Media in the Online Age</p> <p>Component 3: Cross-Media Production Non exam assessment. 30% of qualification. This practical assignment is an individual cross-media production based on two media forms in response to a choice of briefs set by the exam board.</p>			
Career Pathway	Advertising, marketing, television/film/video production and directing, graphic design, broadcast/magazine/newspaper journalism, creative writing, copy writing, digital marketing, videogame design, UX design, web content management and creation, social media management, public relations, arts administration, market research, event management, among others.			
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