



A LEVEL EDUQAS A680QS	MEDIA STUDIES
SPECIFIC ENTRY REQUIREMENTS	<p>Grade 5 or above in English language.</p> <p>Please note: you cannot choose both A-Level media studies and the digital media vocational course due to overlapping content in one of the core modules.</p>
COURSE CONTENT	<p>Media studies will challenge and extend your understanding of contemporary and historical media. You will be introduced to and engage in the in-depth study of media products in relation to the four areas of the theoretical framework:</p> <ul style="list-style-type: none"> • media language • representation • media industries • media audiences. <p>You will analyse how meanings and representations are constructed as well as considering how media products are influenced by social, cultural, historical and industry (including economic and political) contexts.</p> <p>A wide range of relevant theoretical approaches and theories are also studied and must be applied to your analysis of media products. These will include detailed study of media products that are audio-visual, online and print.</p> <p>You will learn and use relevant media terminology and enhance your understanding of the ever-increasing role of the media in society, questioning and perhaps challenging the part that it plays in our lives.</p> <p>The course has, as a significant part, practical production projects involving a media technology: this is one of the coursework elements. You will create a media product, applying your knowledge and understanding of media language, representation, industry and audience in response to a brief set by the exam board which will specify the intended audience and industry context.</p> <p>For this element of the course, you will need to have or develop a good knowledge of Photoshop. You will be required to research your projects independently and keep a research log so that your teachers can see a clear link between it and the resulting media product.</p>
EXAMINATIONS AND ASSESSMENTS	<p>Eduqas http://www.eduqas.co.uk/qualifications/media-studies/as-a-level/</p> <p>Component 1: Media Products, Industries and Audiences Written examination: 2 hours 15 minutes, 35% of qualification</p> <p>Component 2: Media Forms and Products in Depth Written examination: 2 hours 30 minutes, 35% of qualification</p> <p>Component 3: Cross-Media Production Non exam assessment, 30% of qualification</p>
SKILLS, LINKS AND PROGRESSION	<p>Attractive features of the A-Level media studies course:</p> <ul style="list-style-type: none"> • it will develop your media literacy quickly • it will involve the study of texts that are within your world and experience: the emphasis is on the contemporary but making links with past media products and considering the reasons for development • it will dovetail well into a number of other subjects: arts, design, sciences, social sciences or business-based subjects • it will bring another way of looking at the world • it will give you an opportunity to produce your own media work and develop your media skills
CONTACT	<p>Head of Media: Mrs C Thomas clairethomas@keswick.cumbria.sch.uk</p>