
MEDIA STUDIES

To study media is to attempt to understand communication in the world around us in its various forms, to reach an understanding and evaluation of how meanings and responses are created, how the media reflects or shapes the world we live in, and how audiences react to it. EDUQAS Media Studies is designed to enable students to explore a wide variety of media, including digital media technologies, drawing on the fundamental concepts of media: texts, industry and audiences. Candidates will be encouraged to work creatively to enable them to gain a greater appreciation of the media through their own production work and to develop their own production skills. Students will develop their analytical skills by responding critically to a wide range of media texts.

Examining Board

EDUQAS

ENTRY REQUIREMENTS TO THE A LEVEL COURSE.

Please see the Sixth Form Admissions Policy for the entry requirements to this course.

The specification aims to provide students with a range of supportive concepts, ideas and skills.

In particular, this course:

- Offers comprehensive coverage of media theory and practice to gain an understanding of the dynamic relationships between media products, industries and audiences.
- Explores the global nature of the media today and the impact of this on media products and processes.
- Provides opportunities for students to explore and pursue interests in their own media texts within practical production.
- Develops an understanding of how products relate to their wider historical context.

The course aims to:

- Enhance students' enjoyment and appreciation of the media and its role in their daily lives.
- Allow students to study a range of rich media products, including those with which they may be less familiar.
- Allow students to develop a critical understanding of the media through engagement with media products and concepts and the creative application of practical skills.

A Level Course

Component 1: Meanings and Representations in the media.

Six media products of a range of different forms will be studied in a two hour written examination, comprising of three essay responses.

Component 2: Media Forms and Products in Depth

This unit focuses on three sections: TV in a global age, mainstream and alternative magazines and media in the online age. Several of the texts will be set by the exam board and it will be assessed in a three hour written examination.

Component 3: Cross-media production

Students will respond to a choice of briefs set by the exam board to create their own cross-media production based on two different forms.

STUDENT VIEWPOINT

Students generally find the subject more analytical than they expected, more challenging and essay based, yet also more rewarding. Media students develop their own points of view, confidence, organisational and critical thinking skills. Students are expected to be proactive in their approach to the subject. They are also expected to be able to work independently, as well as supporting each other in their studies, to design and produce practical course work using technology to a high standard and develop a passion for the subject!

COMPLEMENTARY SUBJECTS

Media studies complements most subjects and provides a counterbalance for others. It is analysis based, like English Literature and Religious Studies, but also requires a consideration of audiences, theories and contexts which ties in well with Psychology, Sociology and History. A Level Media Studies coursework requires technology skills and imaginative design ideas this subject also ties in well with ICT and Art and Photography.

CAREER AND UNIVERSITY OPPORTUNITIES

Choosing a higher course in the media studies area gives a massive range of options including the study of film and broadcast fiction, Journalism courses, Cultural studies, Web design, Digital media, Drama or Photography. It is an excellent subject to study in combination with others in the humanities area. "The media" is vast and careers opportunities range from Journalist to set or costume designer, teacher to researcher, IT games designer to personnel management.