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Welcome to the Media Studies Department

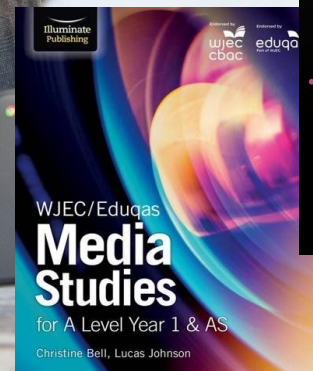
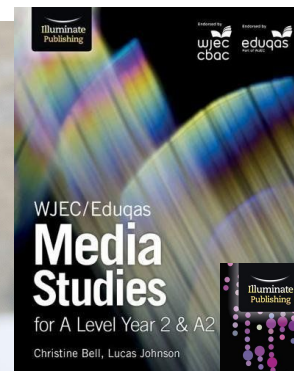


A Level Media Studies
Our Key Stage 5 curriculum



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Key Course Highlights

1. The Theoretical Framework (The Big 4)

Every media form—from blockbuster films to viral TikToks—is analysed through four key pillars:

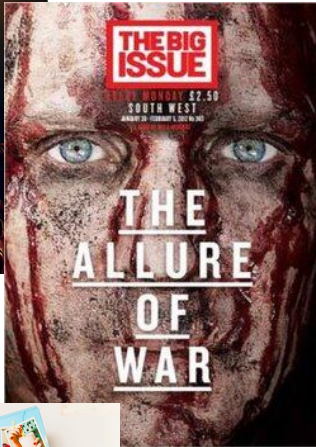
- **Media Language:** How texts construct meaning using codes, conventions, and technical elements.
- **Representation:** How social groups, identities, and events are portrayed.
- **Media Industries:** How production, ownership, funding, and regulation shape content.
- **Audiences:** How target groups consume, respond to, and interact with media.



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Key Course Highlights

2. Broad & Modern Subject Scope

Students study 9 diverse media forms, looking at both historic classics and modern digital platforms:

- Television Drama (e.g., *Peaky Blinders*)
- Print & Online Magazines (e.g., *Vogue*, *The Big Issue*)
- Online & Social Media (e.g., *Zoella/Zoe Sugg*, *Attitude*)
- Film Marketing (e.g., *Black Panther*)
- Newspapers, Radio, Video Games, Advertising, and Music Video



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COMPONENT 1 (EXAM): 2 Hours 15 Mins - 35% OF TOTAL GRADE (90 Marks)

MEDIA FORMS	SECTION A (45 Marks)			SECTION B (45 Marks)		
	MEDIA LANGUAGE	REPRESENTATION	MEDIA CONTEXTS	MEDIA INDUSTRIES	AUDIENCES	MEDIA CONTEXTS
	Will assess <u>two</u> of the media forms studied in this section. You will also be required to analyse <u>unseen media products</u> .			You may be asked about <u>any</u> of the forms you have studied for this section as listed below.		
	2 Questions: One question will focus on <u>Media Language</u>: You will be required to analyse an unseen audio—visual or print source for Section A, for example Newspapers. You will use what you have learned from analysing the set products and the extended examples in class to enable you to analyse the unseen product. One question will assess <u>Representation</u>: You will be required to compare one of your set products with an unseen audio—visual or print resource from any of the forms you have studied for Section A. In this question you will be expected to be able to refer to <u>Media Contexts</u> and to produce an extended response.			2 Questions: One question will be a stepped (a, b, c, etc.) question that will assess your knowledge and understanding of <u>Media Industries</u> in relation to one of the forms and set products you have studied. One question will be a stepped (a, b, c, etc.) question assessing your knowledge and understanding of <u>Audiences</u>. This will be a different media form.		
Advertising & Marketing	Tide (1950's Advert)	Kiss of the Vamp Movie Poster (1960)	Superhumans (2020 advert)	Visual (016)	Tide (1950's Advert) - AUDIENCE & CONTEXT ONLY	Superhumans (2020) Audience and context only
Newspapers	Daily Mirror (1 February 2022)		The Times (1 February 2022)		Daily Mirror - Different to Sec. A (Complete Edition & Website)	The Times - Different to Sec. A (Complete Edition & Website)
Music Videos	Formation - Beyonce (2016)		Riptide - Vance Joy (2013)			
Film (Cross Media Study)					Black Panther (2018) - INDUSTRY & CONTEXT ONLY	I, Daniel Blake (2016) - INDUSTRY & CONTEXT ONLY
Radio					Woman's Hour	
Gaming					Assassin's Creed Franchise	



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COMPONENT 2 (EXAM): 2 Hours 30 Mins - 35% OF TOTAL GRADE (90 Marks)

MEDIA FORMS	MEDIA LANGUAGE REPRESENTATION MEDIA INDUSTRIES AUDIENCES MEDIA CONTEXTS				
	SECTION A (30 Marks)		SECTION B (30 Marks)		SECTION C (30 Marks)
	Topic: Crime Drama		Topic: Magazines		Topic: Online Media
	1 Question (either):	One <u>two part</u> question.	1 Question (either):	One <u>two part</u> question.	1 Question (either):
		One <u>extended response</u> question.		One <u>extended response</u> question.	
Television	UK: Peaky Blinders Series 1, Episode 1, (2013)		Denmark / Sweden: The Bridge - Season 3, Episode 1 (2015)		
Magazines			Historical / Mainstream: Vogue - Conde Nast (July 1965)	Contemporary / Independent: The Big Issue - Dennis & The Big Issue Ltd (October 2016)	
Websites & Blogs					Mainstream: Zoella (www.zoella.co.uk) Niche: Attitude (www.attitude.co.uk)



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COMPONENT 3: - 30% OF TOTAL GRADE (60 Marks)

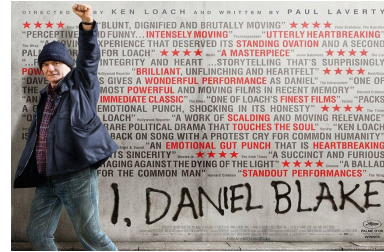
MEDIA FORMS	MEDIA LANGUAGE	REPRESENTATION	MEDIA INDUSTRIES	AUDIENCES	MEDIA CONTEXTS
	A practical creative brief which allows you to demonstrate your skills at creating a media product. Applying your understanding of the key concepts and then by using Adobe creative software to produce a range of cross-media products.				



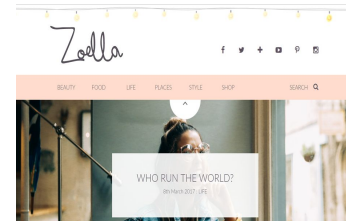
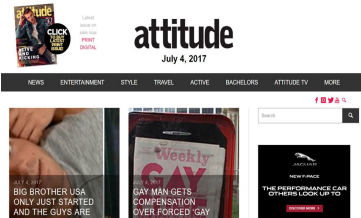
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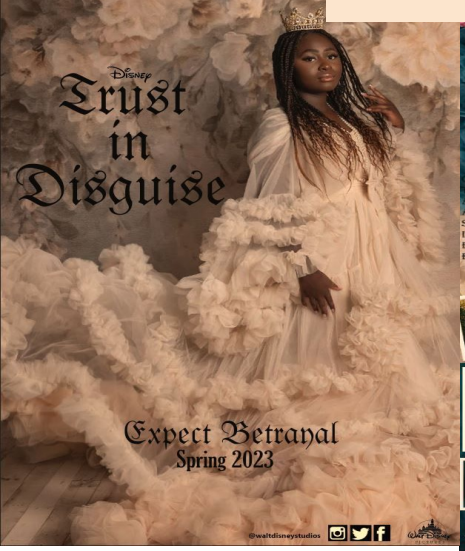
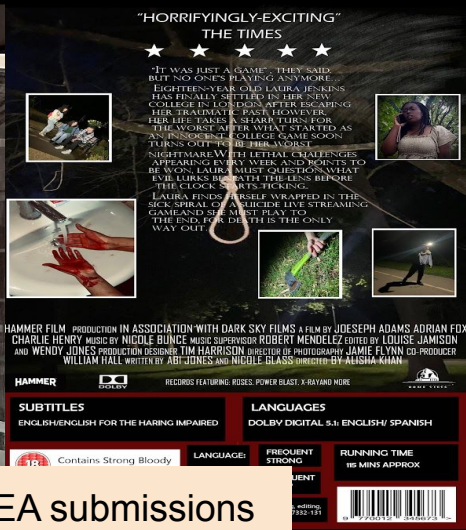
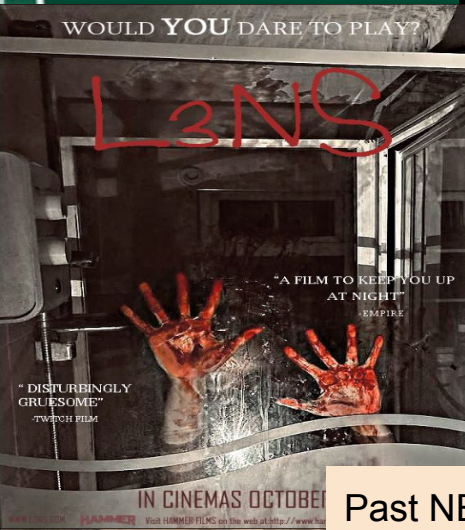
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Images relating to the
EDUQAS set products we
will study.



THE TIMES







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Frequently Asked Questions

What is Media Studies? In Media Studies, we investigate and analyse the types of media that we all use every day. The media plays a big part in our everyday lives, which gives you a bit of a head start; you probably know a lot about the media already. We study **TV, film, magazines, advertising, radio, social media** and so **much more** in Media Studies.

How will I know if I will like it if I haven't studied it before? The A Level in Media Studies is an engaging and rewarding course for students who are willing to **think critically and analytically** about things that most people will see as leisurely activities (**such as watching films and TV shows** or logging into their **social media accounts**).

It is important for students to understand that Media Studies requires **organisation, passion** and **discipline**. **Those who connect personally with the subject outside of lessons, will be the most rewarded.**



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Frequently Asked Questions

How are students assessed in Media? At A Level, students are assessed following each individual unit which usually falls at the end of each half term, using past exam papers and practice questions alongside the exam board mark schemes. We also have a practical unit (coursework) worth 30% of the final A Level grade.

Is it worthwhile studying Media? 5 Reasons why studying media is beneficial for students and young people:

- It is a truly contemporary subject which is relevant to all aspects of our lives
- It improves literacy skills and pupils' abilities in other subjects.
- It is a genuinely vocational subject - making your own media products while developing your creativity with digital creative software
- Pupils learn to apply theory, exploring the complexities of representation and learning to think critically.
- Media Studies develops skills employers are looking for (creativity & critical thinking).