

## A Level Media Studies Two year course

Two exams at the end of the course worth 70% of the A Level.  
One coursework unit submitted at the end of the course worth 30%.

### Component 1 – Media Products, Industries and Audiences (Exam – 30%)

This exam component covers the media forms of **music videos** (Janelle Monae and Tom Grennan), **video games** (Assassin’s Creed), **advertising** (Tide and Super.Human ), **film marketing** (Kiss of the Vampire, Black Panther and I’ Daniel Blake), **newspapers** (Daily Mirror and The Times coverage of ‘partygate’) and **radio** (Have you heard George’s podcast?).

The exam covers questions on media language and how it is used to create meaning, genre, and representations of gender, ethnicity, age, issues and events as well as studying representations in their context and changing representations over time. The second part of the paper requires candidates to draw on their knowledge of industry contexts and audience profiles.

The questions could be on any of the various media forms studied.

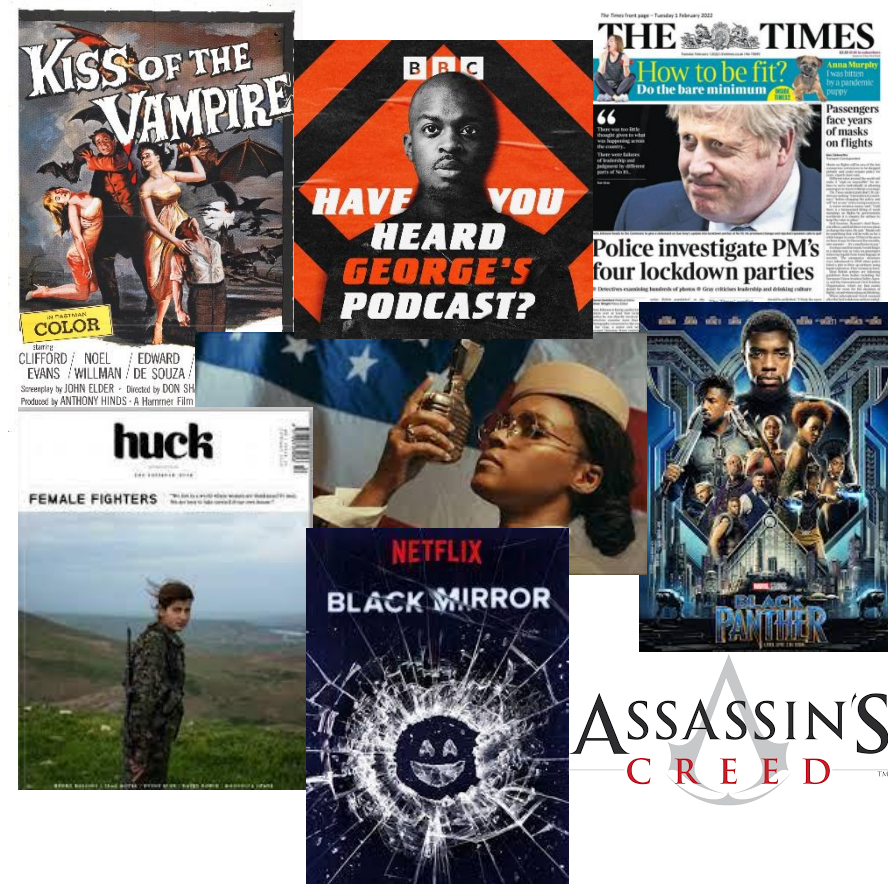
### Component 2: Media Forms and Products in Depth (Exam – 40%)

This exam component covers **two** texts from each of the media forms of **television** (Black Mirror/The Returned), **magazines** (Woman’s Realm/Huck), **blogs** (KSI/Attitude) and **websites** in depth.

The exam covers questions on industry contexts, postmodernism, representation, mainstream and alternative media, audience theory and audience positioning.

### Component 3: Cross-Media Production (Coursework – 30%)

EDUQAS will give a choice of set briefs that students pick from that cover the media forms of television production, music advertising and marketing, film advertising and marketing and magazine production. The coursework will consist of research techniques, planning techniques and production skills. The production will consist of **two products** being made across two formats in a cross-media portfolio. The production is an individual piece of work.



#### ***Who should study Media Studies?***

Anyone who is interested, engaged and active in discussing how the world around us is shaped by the media we consume on a daily basis.

You need to be confident at researching theory, writing essays and voicing your opinion in group discussion. You will need an analytical mind and be able to apply theoretical perspectives to a range of media products.