

MEDIA STUDIES (Eduqas: Media Studies A-Level 603/1149/6)

A-Level Media Studies is an exciting and academically rigorous course that combines theoretical and practical study. You will learn about media language, representation, audience and institutions, through the set materials you explore and the artefacts that you create. You will examine the global nature of the media and discover how media industries, politics, culture and society interact, as well as learning about a very wide range of media products, from video games to radio broadcasts, from newspapers to social media, from Hollywood movies to reality TV.

The following introduction is taken from the Eduqas A-Level Media Studies specification:

'The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase.'

During the course, you will study theories and critical perspectives such as: Roland Barthes on semiotics; Stuart Hall on representation and reception theory; David Gauntlett on identity; George Gerbner on cultivation; Todorov on narratology; Lévi-Strauss on structuralism; Baudrillard on postmodernism; 'bell hooks' and van Zoonen on gender; Neale on genre; Bandura on media effects.

Component 1: Media Products, Industries and Audiences (Written examination – 35%)
Students study TWO of the following six areas

Film

Black Panther (2018) and I, Daniel Blake (2016)

Advertising

Tide print advertisement (1950s) and WaterAid audio-visual advertisement (2016) and Kiss of the Vampire film poster (1963)

Radio

Late Night Woman's Hour

Video Games

Assassin's Creed franchise

Newspapers

Daily Mirror, March 13, 2019 front page and article on 'Brexit' vote and The Times, March 13, 2019 front page

Music Videos

Formation, Beyoncé (2016) or Dream, Dizzee Rascal (2004) and Riptide, Vance Joy

Component 2: Media Forms and Products in Depth (Written examination – 35%)
Students study ALL THREE of the following areas

Television in the Global Age

Life on Mars (series 1 episode 1) and The Bridge (series 3 episode 1)

or

Humans (series 1 episode 1) and The Returned (series 1 episode 1)

or

The Jinx: The Life and Deaths of Robert Durst (series 1 episode 1) and No Burqas Behind Bars

Magazines: Mainstream and Alternative Media

Woman (1964) and Adbusters (2016)

or

Vogue (1965) and The Big Issue (2016)

Media in the Online Age

PointlessBlog/Alfie Deyes and gal-dem

Zoella/Zoe Sugg and Attitude

Component 3: Cross-Media Production (Non-exam assessment - 30%)
Students select ONE of the following four media forms for cross-media production

Television

Create a cross-media production to include a sequence from a new television programme and related print or online products.

Advertising and Marketing: Music

Create a cross-media production to include an original music video for a new or local/unsigned artist or band and related print or online products.

Advertising and Marketing: Film

Create a cross-media production to include a print marketing campaign for a new film, and related audio-visual or online products.

The cross-media production must not include a complete short film, film sequence or trailer.

Magazines

Create a cross-media production to include a new print magazine and related audiovisual or online products.