



Media Studies



What our students say:

"In Media Studies, we are given opportunities to understand how different forms of media such as newspapers, advertising, film and games are developed and how they influence consumers. We have also developed a wide range of skills such as critical thinking, creativity and teamwork which have helped us to succeed."

Entry Requirements:

5 GCSEs graded 9 – 4, including English and Mathematics

Exam Board and Specification Link:

EDUQAS WJEC A Level Media Studies, Eduqas Media-studies specification

What skills will you develop?

As well as the traditional academic skills associated with A Level study (for example, critical thinking, researching and essay writing), the media course will help you develop your own production skills. This will involve creating printed media products such as magazine covers, film posters, CD digipacks and DVD covers.

What will you study?

Component 1: Media Products, Industries and Audiences (35%)

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of two sections:

Section A: Analysing Media Language and Representation

This section assesses media language and representation in relation to two of the following media forms: advertising, marketing, music video or newspapers.

Section B: Understanding Media Industries and Audiences

This section assesses two of the following media forms – advertising, marketing, film, newspapers, radio, video games - and media contexts.

Component 2: Media Forms and Products in Depth (35%)

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:

- Section A – Television in the Global Age
- Section B – Magazines: Mainstream and Alternative Media
- Section C – Media in the Online Age

Component 3: Cross-Media Production NEA (30% of qualification)

An individual non-examined assessment is a cross-media project based on creating two media products in response to a choice of briefs set by the exam board.



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Why study this subject?

This course will appeal to you if you take an active interest in media products such as films, television programmes, music, digital media, magazines and advertising. If you are interested in the creative use of ICT and if you are interested in developing an awareness of the importance and power of the media in today's society, then Media Studies will give you an opportunity to explore these areas. You will be involved in a variety of creative tasks, teacher-led input, individual research and wider reading.

How will you be assessed?

- A total of 2 examinations taken at the end of the course. These are component 1 and component 2.
- Component 3 is an NEA/piece of coursework which is based off of a brief set by the exam board. Students will be required to create 2 media products based off of this information.

Where can the subject lead?

Specific media related careers such as journalism, advertising, television production, as well as any career path which values creativity, teamwork, individual initiative and effective communication skills including digital media, journalism, graphic design and PR and marketing.

Contact Information

For further information about this course, contact Anna Willett, Head of Business Studies and Media, at: awillett@chenderit.net