

Careers

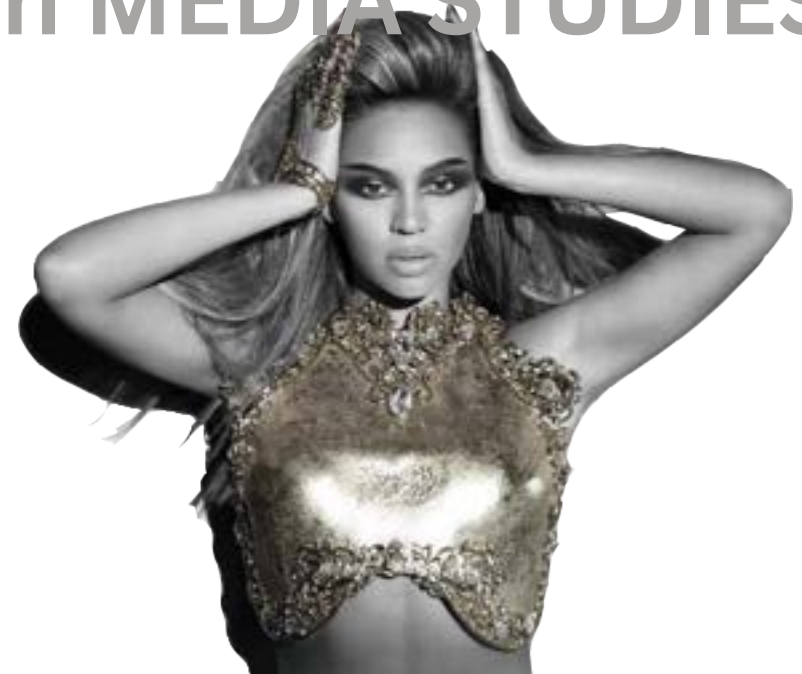
Media studies brings communication, culture, and technology together. With a focus on critical analysis and creative expression, students learn to understand the impact of media on society.

students can follow many career paths, from journalism, public relations, and advertising to content creation, digital marketing, and media production. The evolving nature of media provides opportunities to engage with emerging technologies, influencing the way we consume and share information.

Whether aspiring to be a content creator, media strategist, or cultural analyst, a foundation in media studies opens doors to exciting and influential career possibilities in the ever-evolving global media landscape.

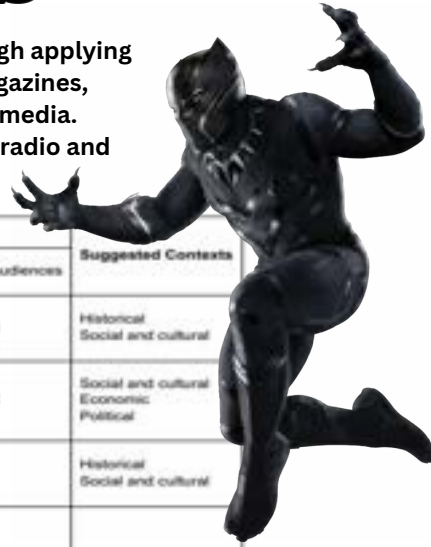


Eduqas GCE A Level in MEDIA STUDIES



Case studies:

The following forms are studied in depth through applying all areas of the framework: newspapers, magazines, television, online, social and participatory media. Advertising and marketing, film, music video, radio and video games.



Media Forms	Set Products (study all)	Section A		Section B		Suggested Contexts
		Media language	Reps	Media Industries	Audiences	
Advertising and Marketing	Tide (1950s) print advertisement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Historical Social and cultural
	Super Human (2020) audio-visual advertisement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Social and cultural Economic Political
	Kiss of The Vampire (1963) film poster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Historical Social and cultural
Music Video	Study one music video from GROUP 1 Formation, Beyoncé (2016) or Tumbalaine, Janelle Monáe (2020) or Underdog: Alicia Keys (2020)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Social and cultural
	Study one music video from GROUP 2 #ypside, Vance Joy (2013) or Seventeen Going Under, Sam Fender (2021) or Little Bit of Love, Tom Grennan (2021)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Social and cultural
Newspapers	Daily Mirror (Section A)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Social and cultural Economic Political
	Daily Mirror (Section B) Complete edition chosen by the centre; related online and social media content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Social and cultural Economic Political
	The Times (Section A)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Social and cultural Economic Political
	The Times (Section B) Complete edition chosen by the centre; related online and social media content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Social and cultural Economic Political
Film	Black Panther (2018) Cross-media study	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Economic Political
	I, Daniel Blake (2016) Cross-media study	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Economic Political
Radio	EITHER Woman's Hour OR Have You Heard George's Podcast? and their related online and social media content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Social and cultural Economic
Video games	Assassin's Creed franchise related online and social media content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Social and cultural Economic

Entry requirements:

In addition to the standard entry requirements, the following subject entry criteria should be met: English grade 5

Overview of Specification

Learners study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences.

Component 1: Media Products, Industries and Audiences Written examination: 2 hours 15 minutes 35% of qualification

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. There are **two** questions in this section:

- **one** question assessing media language in relation to an unseen audio-visual or print resource
- **one** extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts.

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.

It includes:

- **one** stepped question on media industries
- **one** stepped question on audiences.

Component 2: Media Forms and Products in Depth Written examination: 2 hours 30 minutes 35% of qualification

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

Section A – Television in the Global Age

There will be **one** two-part question or **one** extended response question.

Section B – Magazines: Mainstream and Alternative Media

There will be **one** two-part question or **one** extended response question.

Section C – Media in the Online Age

There will be **one** two-part question or **one** extended response question.

Component 3: Cross-Media Production Non exam assessment 30% of qualification

An **individual** cross-media production based on **two forms** in response to a **choice of briefs set by WJEC**, applying knowledge and understanding of the theoretical framework and digital convergence.