

Welcome to Key Stage 5 Media Studies

At Key Stage 5, Eduqas A Level Media Studies equips Sixth Form students with advanced critical, theoretical, and analytical tools to deconstruct contemporary and historical media texts. In a rapidly evolving world where the UK media and creative sector continues to expand, being media literate—able to 'read' and interrogate media constructions—is a fundamental 21st-century skill. The course integrates rigorous academic theory with high-level practical cross-media production, fostering mature personal responses and drawing strong interdisciplinary links with Sociology, English Language and Literature, Psychology, and Business Studies.

A Level Specification Structure & Assessment Overview

Component & Examination	Weighting & Marks	Key Media Forms & Set Products Covered
Component 1: Media Products, Industries & Audiences (Written Exam: 2 hrs 15 mins)	35% of A Level (90 Marks)	- Section A (Analysing Language & Representation): Advertising & Marketing (Tide, Super Human, Tokyo 2020 Paralympics), Music Videos, Newspapers. - Section B (Industries & Audiences): Film Marketing (Black Panther & I, Daniel Blake), Newspapers (The Daily Mirror & The Times), Radio (Woman's Hour), Video Games (Assassin's Creed franchise).
Component 2: Media Forms & Products in Depth (Written Exam: 2 hrs 30 mins)	35% of A Level (90 Marks)	- Section A (TV in the Global Age): Peaky Blinders (BBC) & The Bridge (SVT/DR/BBC). - Section B (Magazines - Mainstream & Alternative): Woman (1964) & Adbusters (2016). - Section C (Media in the Online Age): Zoe Sugg (YouTube/Social) & Attitude (Online Magazine).
Component 3: Cross-Media Production (Non-Exam Assessment / NEA)	30% of A Level (60 Marks)	- Individual Practical Production based on a choice of WJEC briefs (e.g. Music Marketing / TV / Film / Magazines). - Statement of Aims & Intentions (10 marks) + Cross-Media Production in two converged platforms (50 marks).

Core Theoretical Framework & Required Academic Theories

Theoretical Pillar	Key Academic Theories & Leading Thinkers Studied
Media Language	Roland Barthes (Semiotics), Tzvetan Todorov (Narratology), Steve Neale (Genre Theory), Claude Lévi-Strauss (Structuralism), Jean Baudrillard (Postmodernism).
Representation	Stuart Hall (Representation), David Gauntlett (Identity), Liesbet van Zoonen & bell hooks (Feminist Theories), Judith Butler (Gender Performativity), Paul Gilroy (Ethnicity & Postcolonialism).
Media Industries	David Hesmondhalgh (Cultural Industries), Curran & Seaton (Power & Media Industries), Sonia Livingstone & Peter Lunt (Regulation).
Media Audiences	Stuart Hall (Reception Theory), Henry Jenkins (Fandom), Clay Shirky ('End of Audience'), Albert Bandura (Media Effects), George Gerbner (Cultivation Theory).

Two-Year Curriculum Roadmap (Year 12 & Year 13)

Year Group	Term / Phase	Curriculum Focus & Core Learning Modules	Assessment & Key Milestones
Year 12	Autumn Term	• Summer Work Presentations & Intro to Theoretical Framework. • Component 1: Advertising & Marketing (Tide & Super. Human. Paralympics) & Music Videos. • Component 1: In-depth Film Studies (I, Daniel Blake & Black Panther).	Component 1 Exam Practice Questions & Analytical Essay Feedback.
Year 12	Spring Term	• Component 1: Newspapers (The Daily Mirror & The Times - Industries & Audiences). • Component 1: Radio (Woman's Hour / George's Podcast) & Video Games (Assassin's Creed franchise). • Year 12 Work Experience Week.	Year 12 Spring Mock Examinations & Portfolio Assessment.
Year 12	Summer Term	• Component 3 NEA Launch: Research, Planning, Statement of Aims & Pitch for Cross-Media Music Promotion Brief. • Initial Production Phase: Scripting, Storyboarding, Shot Lists, Location Recce & Drafts.	Component 3 Statement of Aims Submission & Initial Production Checkpoint.
Year 13	Autumn Term	• Component 3 NEA Completion: Final editing, audio-visual/print design, digital e-portfolio build. • Component 2: Television in the Global Age (Peak Blinders - Crime Drama & The Bridge - Nordic Noir).	NEA Final E-Portfolio Submission & Year 13 Autumn Mock Examinations.
Year 13	Spring Term	• Component 2: Magazines - Mainstream & Alternative Media (Woman 1964 & Adbusters 2016). • Component 2: Media in the Online Age (Zoe Sugg & Attitude website/online magazine analysis).	Spring In-Depth Essay Practice & Component 2 Sectional Assessments.
Year 13	Summer Term	• Component 2 Online Media Completion (Attitude). • Comprehensive Synoptic Revision & Exam Preparation across Components 1, 2, and 3.	A Level Final Eduqas Written Examinations (Components 1 & 2).

Component 3: Non-Exam Assessment (NEA) Production Guidelines

Practical Production Briefs: Component 3 gives students the opportunity to apply theoretical knowledge synoptically. Students produce a cross-media production for an intended target audience across two converged platforms (e.g., an original music video plus digital magazine marketing or website).

Rigorous Production Process: Students must create 100% original footage, photography, and copy, and submit a formal Statement of Aims (10 marks) outlining how they intend to engage their audience and apply media language codes.

Assessment Feedback, Homework & Digital Learning Portals

Assessment & Feedback: All set homework tasks, essay responses, and practice exam questions receive detailed written feedback aligned with WJEC Eduqas A Level Assessment Objectives (AO1: Knowledge & Contexts, AO2: Application & Analysis, AO3: Creative Production).

Digital Portals & Resources: Course materials, exemplar essays, digitised set texts, and assignment submissions are managed via **Microsoft Teams**.