

Media Studies	
Curriculum Intent	
The Eduqas A Level Media Studies course aims to develop students' critical understanding of how media products are constructed, distributed, and interpreted across a range of platforms. Students study key media forms including television, magazines, music videos, advertising, online media, and film marketing. The course develops analytical, theoretical, and creative skills, enabling students to understand media as both an academic subject and a real-world industry shaped by social, cultural, political, and economic contexts. Students are encouraged to become critical consumers and producers of media.	
Assessment, Marking and Feedback	
Assessment is through written examinations and a non-exam assessment (NEA) component. Students are assessed on their ability to analyse unseen media texts, apply media theory, and evaluate set products. • Regular formative assessment through essay questions and media analysis tasks • Summative assessments using exam-style questions • Clear marking criteria linked to AO1–AO4 • Whole-class feedback and individual feedback on extended responses • Use of model answers and guided improvement tasks • NEA feedback provided at key stages of production (planning, draft, final)	
Homework	
Homework is set weekly and is designed to reinforce classroom learning and build exam skills. • Set text revision and knowledge quizzes • Media theory application tasks • Unseen text analysis practice • NEA production development work • Wider reading and case study research • Exam question practice and essay planning	
Links to National Curriculum / Syllabus Specifications	
A-Level Media Studies Specification Eduqas A Level Media Studies Specification (Component 1, 2 and NEA) • Development of analytical, evaluative, and creative skills • Application of key media theories and contexts • Understanding of media industries, audiences, and representation • Preparation for higher education and media-related careers	
Exam Support & Revision Resources	
• Past paper walkthroughs and examiner reports • Knowledge organisers for set products • Theory revision sheets (Hall, Gauntlett, Butler, Jenkins, etc.) • Flashcards and retrieval practice quizzes • Model answers and paragraph structures (PEE/PEEL) • Revision sessions before exams • Online platforms such as Eduqas resources and class revision packs	
Extracurricular and Enrichment Opportunities	

Academic interventions:

- Targeted revision groups for exam practice
- NEA coursework clinics
- Intervention sessions for theory recall and essay structure

Educational trips and visits:

- Visits to media institutions (BBC, film studios, local news outlets)
- Cinema screenings linked to set texts or industry study
- Guest workshops in digital media production

Competitions:

- Short film or trailer production competition
- Magazine front cover or advertising campaign challenge
- National media competitions (where available)

Interested to know more?

To read:

- Eduqas A Level Media Studies specification guide
- BBC Media Literacy resources
- The Media Magazine (Eduqas-focused articles)

To watch:

- BBC iPlayer documentaries on media industries
- Channel 4 and Netflix behind-the-scenes content
- YouTube channels such as BBC Teach Media Studies and Mrs Fisher

To listen:

- BBC Radio 4 – The Media Show
- Podcasts on media, culture, and representation
- Industry interviews with filmmakers and journalists

To visit:

- BBC Broadcasting House (London)
- Imperial War Museum (media and propaganda exhibits)
- Local cinemas and film festivals
- University media departments and open days