

YOUR STEP- BY-STEP GUIDE TO SWITCHING TO EDUQAS

A LEVEL MEDIA STUDIES



A LEVEL MEDIA STUDIES WITH EDUQAS

WHY CHOOSE US?

Eduqas A Level Media Studies offers a specification that is detailed, flexible and full of variety. Learners are engaged by the interesting and diverse set products on which their assessment is based, and the stimulating array of texts that learners will have the opportunity to study leads them to develop a wide range of deeply embedded skills. We have a wealth of teaching, assessment and training resources available to support teachers in addition to dedicated support from our Media Studies team.

SUMMARY OF ASSESSMENT

Component 1: Media Products, Industries and Audiences	
2 hours 15 minutes (Duration includes time to analyse unseen print product)	35% of qualification 90 marks
Section A: Analysing Media Language and Representation Set products: Set products from 3 media forms; <i>advertising and marketing, music video, newspapers</i>	Section B: Understanding Media Industries and Audiences Set products: Set products from 5 media forms; <i>advertising, newspapers, radio, film, video games</i>
Details of Assessment: Includes analysis of one print and one audio-visual unseen resource.	

Component 2: Media Forms and Products in Depth		
2 hours 30 minutes		35% of qualification 90 marks
Section A: Television Set products: choice from three pairs of <i>TV episodes</i>	Section B: Magazines Set products: choice of three pairs from <i>magazines</i>	Section C: Online Set products: choice of two pairs from <i>online products (websites and blogs)</i>
Details of Assessment: Each section will require an extended response. One question will be stepped. Learners will be required to evaluate theoretical approaches and theories.		

Component 3: NEA - Creating Media	
	30% of qualification 60 marks
Learners must respond to one of 8 set cross-media briefs* from the following media forms: <i>magazine, television, music marketing, film marketing, online. (inc. a Statement of Aims - 500 words)</i>	
Details of Assessment: All work must be undertaken individually.	

MAKE THE SWITCH TO A BOARD THAT WILL SUPPORT YOU

Switching to Eduqas could be the best move you make.

You'll gain access to an unbeatable range of free teaching resources, and our team of subject specialists are on hand to give you all the help and advice you need.

Whether you're with AQA or OCR, you can rest assured that switching to Eduqas is straightforward. Simply follow this guide, compare our specifications, and make the switch!

MAKING THE SWITCH

Switching to Eduqas is simple, just follow these quick and easy steps:

1. Follow our switcher guide for your subject.
2. Register your interest at www.eduqas.co.uk/switch and receive a printed copy of your chosen specification(s).
3. Visit your qualification page at www.eduqas.co.uk/qualification, to access the materials you need to begin teaching our specifications.
4. Visit our Digital Resources Website (resources.eduqas.co.uk), for free resources that can be used as classroom aids and as revision tools.
5. Contact our subject specialists for subject specific queries, practical advice and guidance.
6. Your Exams Officer will need to register your centre, if your centre is not already registered with us.
7. Once registered, your Exams Officer will be able to provide you with access to our Secure Website (www.wjecs-services.co.uk), which hosts a wealth of resources that are not available elsewhere.

WE'RE HERE TO SUPPORT YOU

If you have a question, simply contact our Media Studies team who will offer friendly advice and guidance:



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HELPING YOU MAKE THE SWITCH - COMPARING SPECIFICATIONS

OCR

Component 1: Media Messages		
2 hours		35% of qualification 70 marks
Section A: News and Online Media Set Products: <i>two in-depth studies of contemporary news; two complete newspapers, their websites, and their social and participatory media. 2 pairs of newspaper front covers, 2 pairs of articles from newspaper websites, the social and participatory media reporting on two news events.</i>	Section B: Media Language and Representation Set products: Choice from set products of <i>advertising and marketing, music video, magazines</i>	
Details of Assessment: Includes analysis of unseen resources. Learners may be required to evaluate theoretical approaches and theories.		

Component 2: Evolving Media		
2 hours		35% of qualification 70 marks
Section A: Media Industries and Audiences Set products: <i>Film (for Industries only), radio, video games</i>	Section B: Long-form television drama Set Product: <i>two television episodes from a choice of 8</i>	
Details of Assessment: Each section will require an extended response. Learners may be required to evaluate theoretical approaches and theories.		

Component 3/4: NEA - Making Media		
		30% of qualification 60 marks
Learners must respond to one of 4 set cross-media briefs* from the following media forms: <i>magazine, television, music video, radio, online. (inc. a Statement of Aims - 500 words)</i>		
Details of Assessment: All work must be undertaken individually.		

Media 1

2 hours

35% of qualification
84 marks

Section A: Media Language and Media Representations

Questions will test the following forms; music video, advertising and marketing

Section B: Media Industries and Media Audiences

Questions will test any two of the following forms: radio, newspapers, film (industries only)

Details of Assessment: Includes analysis of unseen resources and Close Study products.**
Will require an extended response.

Media 2 In-Depth Study

2 hours

35% of qualification
84 marks

Requires in-depth studies of media forms of *television, magazines and online, social and participatory media/video games.*

Details of Assessment: Will require an extended response. Assesses Close Study products. **
Learners will be required to evaluate theoretical approaches and theories.

** Close study products will be reviewed annually

NEA - Creating a Media Product

30% of qualification
60 marks

Learners must respond to one of 6 set cross-media briefs* that will be of the following forms: *television, music video, radio, newspapers, magazines, advertising/marketing, online, social and participatory media, video games (inc. a Statement of Intent - 500 words)*

*briefs will change annually

Details of Assessment: All work must be undertaken individually.



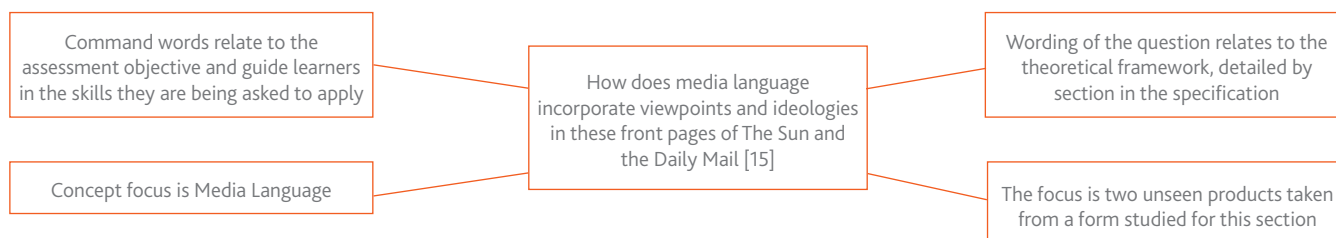
Eduqas	OCR	AQA	
<p>All specifications require learners to study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences. All specifications require learners to study a wide range of theoretical approaches and theories that have been prescribed by the regulatory body.</p>			
Newspapers			
<p>The Daily Mirror, November 10, 2016 front cover and article on US election and The Times, November 10, 2016 front and back pages Whole editions: The Daily Mirror and The Times</p>	<p>Two front covers from the Daily Mail and two front covers from The Guardian and One complete edition of the Daily Mail and one complete edition of The Guardian</p>	<p>AQA will publish a list of products that students must study on the secure area of the AQA website on 1 June preceding the start of the course.</p> <p>These are the Close Study Products (CSPs). The CSPs will be reviewed annually.</p> <p>Where a television programme is set as one of the CSPs, AQA will specify the episode that students should study in depth.</p>	
Magazines			
<p>1. Woman and Adbusters or 2. Woman’s Realm and Huck or 3. Vogue and The Big Issue</p>	<p>Two front covers of The Big Issue.</p>		
Advertising and Marketing			
<p>Tide print advertisement (1950s) and WaterAid AV advertisement (2016) and Kiss of the Vampire film poster (1963)</p>	<p>Print advertisements for: Old Spice , Lucozade, and Shelter</p>		
Music Video			
<p>Formation, Beyoncé (2016) or Dream, Dizzee Rascal (2004) and Riptide, Vance Joy (2013)</p>	<p>One video from list A: Corinne Bailey Rae – Stop Where You Are Massive Attack – Unfinished Sympathy Emeli Sandé – Heaven and One video from list B: Fatboy Slim – Ya Mama Radiohead – Burn the Witch David Guetta – Titanium</p>		
Radio			
<p>Late Night Woman’s Hour: Home, 28 October, 2016</p>	<p>The BBC Radio One Breakfast Show.</p>		
Video Games			
<p>Assassin’s Creed III: Liberation (2012)</p>	<p>Minecraft</p>		

Eduqas	OCR	AQA
Film (for Industries only)		<p>AQA will publish a list of products that students must study on the secure area of the AQA website on 1 June preceding the start of the course.</p> <p>These are the Close Study Products (CSPs). The CSPs will be reviewed annually.</p> <p>Where a television programme is set as one of the CSPs, AQA will specify the episode that students should study in depth.</p>
Straight Outta Compton (2015) and I, Daniel Blake (2016)	The Jungle Book (1967) and The Jungle Book (2016)	
Television		
1. Life on Mars and The Bridge or 2. Humans and The Returned or 3. The Jinx and No Burqas Behind Bars	One from List A: Mr Robot, House of Cards Homeland, Stranger Things One from List B: The Killing, Borgen, Trapped, Deutschland 83	
Online, social and participatory media		
PointlessBlog and Desimag or Zoella and Attitude	The Mail Online and The Guardian websites and at least two articles from the Mail Online website and at least two articles from The Guardian websites plus relevant Facebook, Twitter and Instagram feeds from each news organisation.	

ASSESSMENT

We are dedicated to producing examination and non-examined assessment materials that are clear, focused and accessible for learners of all ages.

For example, take a look at one of the questions from our Sample Assessment Materials. There you will see how we construct our questions with clarity, logic and explicit and direct connections to our detailed specification.



NON-EXAMINED ASSESSMENT

Component 3, Creating Media Products, offers learners the opportunity to create one of a wide choice of media products. Working within the parameters set by the regulatory body, we produce a range of briefs annually that allow for personal creativity and provide an opportunity to apply what has been learned throughout the course to an individual production.

An example, taken from our Sample Assessment Materials, is:

A cross-media production to market and promote a new film in a genre (or sub-genre/ hybrid) of your choice. Create a DVD front and back cover, a 'teaser' poster and a main theatrical release poster for a new film and associated audio/ audio-visual or online material to promote the same film. Your cross-media production should be produced for an independent UK film company (such as Warp or DNA) targeting an audience of 16-34 year-old fans of your chosen film genre.

THE SUPPORT YOU NEED

FREE TAILORED MEDIA STUDIES DIGITAL RESOURCES

We've created a wealth of free digital resources to support our qualifications. They have been developed to enhance learning, stimulate classroom discussion, and encourage student engagement. There are teacher-produced resources to support the delivery of every section of exam assessment. The resources library continues to grow as we continue to invest in quality support for teachers. Access our resources today at resources.eduqas.co.uk

REGIONAL SUPPORT

Our Regional Support Team are also on hand to offer free support in the delivery of our qualifications. They can also give you face-to-face advice on our range of qualifications, online resources, CPD and curriculum developments. To book a visit or to find out more, please visit www.eduqas.co.uk/RegionalSupportTeam



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TEACHERS WHO HAVE MADE THE SWITCH

"I found the structure of the course more appealing than previous exam board...I feel Eduqas designed the course well to still be appealing to students and staff....

Contacting the board has been easy and any questions I have, have been answered quickly and completely eased my worries."

LORRAINE BIRD,
SUBJECT LEADER FOR MEDIA
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COMMUNITY ACADEMY



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