

# Media Studies

## A-Level Media Studies

**Subject** Media Studies

**Exam Board** WJEC - Eduqas

**Specification Numbers** 603/1149/6

**Teacher Responsible** Ms Parrish, Ms Brookes

**Introduction** This course allows students to be truly aware of the central role the media plays in contemporary culture, society and politics. The media shapes our perceptions of the world through the representations, ideas and points of view they offer. The WJEC Eduqas specification offers learners the opportunity to develop an informed understanding of these key issues, using a comprehensive theoretical framework and key theories to support critical exploration, analysis and debate.

The study of a range of rich and stimulating media products is central to the specification, working from the product outwards to debate key questions related to the social, cultural, political and economic role of the media. A range of Media will be studied such as radio, TV, film, music, newspapers and magazines and video games.

- Aims of the Course**
- Demonstrate skills of enquiry, critical thinking, decision-making and analysis
  - Understand key theories of media studies and use specialist subject-specific terminology appropriately.
  - Debate key questions relating to the social, cultural, political and economic role of the media through discursive writing.
  - Construct and develop a sustained line of reasoning and argument which is coherent, relevant, substantiated and logically structured in an extended response about media issues.
  - Demonstrate sophisticated practical skills by providing opportunities for creative media production.

**How You Are Assessed** Two exams will take place at the end of the two year course - both exams are worth 35% and total 70% of the qualification.

### **Component 1: Media Products, Industries and Audiences (2 hours 15 minutes)**

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.

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### How You Are Assessed **Component 2: Media Forms and Products in Depth (2 hours 30 minutes)**

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*

The third element of the course is the Non-exam assessment:

### **Component 3: Cross-Media Production**

*NEA - 30% of qualification*

Students will also be asked to complete a non-exam assessment to demonstrate their knowledge of the theoretical framework by creating a single media product- this will be made in response to briefs set by the exam board. (30% of qualification)

**Links to Future Careers** Media Studies develops a wide range of transferable skills including analysis, communication, and critical thinking. The skills of media allow you to investigate and analyse theory at university or when helping businesses and organisations predict the outcome of news items and current affairs. By looking at the history of media studies and its place in society and culture, you can help design public health campaigns, or advise on communications for businesses, for example. Jobs directly related to Media could include:

- presenter
- advertising media buyer
- copywriter
- media researcher
- broadcast journalist
- social media manager

### **Entry Requirement**

Grade 4 in either GCSE English Literature or English Language