



Media Studies

Subject Information Sheet

Course:	Media Studies
Subject:	Media Studies
Qualification:	A LEVEL A680QS.
Exam Board:	WJEC EDUQAS
General Course Description	<p>The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase.</p> <p>The WJEC EDUQAS specification offers learners the opportunity to develop the study of a wide range of rich and stimulating media products, offering opportunities for detailed analysis of how the media communicate meanings in a variety of forms.</p>
Course Content and Teaching Units	<p><u>Paper 1</u></p> <ul style="list-style-type: none">• Tide print advertisement (1950s)• Super. Human. Tokyo 2020 Paralympic Games audio-visual advertisement (2020)• Kiss of the Vampire film poster (1963)• Underdog, Alicia Keys music video (2020)• Riptide, Vance Joy music video (2013)• Daily Mirror newspaper• The Times newspaper• Black Panther film (2018)• I, Daniel Blake film (2016)

- Woman's Hour radio
- Assassin's Creed video game franchise

Section A: Analysing Media Language and Representation

There are two questions in this section:

- one question assessing media language in relation to an unseen audio-visual or print resource (15 marks)
- one extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts. (30 marks)

Section B: Understanding Media Industries and Audiences (45 marks)

This section includes:

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

Paper 2

The examination assesses media language, representation, media industries, audiences and media contexts. There will be one two-part question or one extended response question for each of the three sections:

Section A – Television in the Global Age (30 marks)

- Peaky Blinders
- The Bridge

Section B – Magazines: Mainstream and Alternative Media (30 marks)

- Vogue
- The Big Issue

Section C – Media in the Online Age (30 marks)

- Zoe Sugg
- Attitude

Non-Exam Aspect (60 marks)

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.

The following media forms will always be set:

Television

Create a cross-media production to include a sequence from a new television programme and related print products.

Advertising and Marketing: Music

Create a cross-media production to include an original music video for a new or local/unsigned artist or band and related print products.

Advertising and Marketing: Film

Create a cross-media production to include a print marketing campaign for a new film, and related audio-visual products.

	<p><u>Magazines</u></p> <p>Create a cross-media production to include a new print magazine and related audio-visual products.</p> <ul style="list-style-type: none"> • 10 marks for the statement of aims and intentions • 20 marks for creating a cross-media production that meets the requirements of the set brief, including suitability for the chosen form, genre, industry context and audience • 30 marks for creating a cross-media production which uses media language to communicate meanings and construct representations.
Entry Requirements	Grade 5 in both GCSE English Literature and GCSE English Language (and a grade 5 if Media Studies GCSE has been completed)
Assessment	<p>Paper 1: Media Products, Industries and Audiences (2 hours 15-minute exam) 35%</p> <p>Paper 2: Media Forms and Products: In-Depth Study (2 hours 30-minute exam) 35%</p> <p>Coursework: Cross Media Production 30%</p>
Financial Information	<p>Students must purchase a course textbook:</p> <p>WJEC/EDUQAS MEDIA STUDIES FOR A LEVEL YEAR 1 & AS STUDENT BOOK: REVISED EDITION</p> <p>Christine Bell, Lucas Johnson</p> <p>Price: £27.00</p>
Progression Opportunities	<p>As with all Arts subjects, Media Studies offers entry to a huge range of further courses and careers. It provides you with the opportunity to develop higher level thinking, discussion and writing skills, as well as exploring a huge variety of texts, contextual settings and wider ideas.</p> <p>Careers that are commonly pursued with a Media Studies A-level include:</p> <ul style="list-style-type: none"> • Marketing • Advertising • PR (Public Relations) • Broadcasting or journalism • Social media manager • Producer/ director/ editor on TV/film • Web content manager • Buyer • Researcher • Events manager • Market researcher

	<ul style="list-style-type: none">• Photographer• Writer
Further Information about our courses including results	N/A
Trips, visits and extra-curricular	Trip to Bradford Media Museum Visiting speakers