



## A Level Media Studies

KS5 Leader: Miss Z Smith • Exam Board: Eduqas

### Course Entry Requirements:

GCSE Grade 4 in English Language and/or Literature

### Course Outline:

A Level Media Studies will provide students with an in depth study of media products in relation to the four key concepts

- media language
- media representation
- media industries
- media audiences

### Assessment

Students will be required to study media products from all of the following media forms: Learners study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences. The following forms are studied in depth through applying all areas of the framework:

newspapers, magazines, television, online, social and participatory media. Advertising and marketing, film, music video, radio and video games are studied in relation to selected areas of the framework. Aspects of this framework are studied in the following way across the three components:

#### Component 1: Media Products, Industries and Audiences

**Written examination: 2 hours 15 minutes**

**35% of qualification**

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. There are **two** questions in this section:

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

#### 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.

It includes:

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



## **Component 2: Media Forms and Products in Depth**

**Written examination: 2 hours 30 minutes**

**35% of qualification**

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:

### **Section A – Television in the Global Age**

There will be one two-part question or one extended response question.

### **Section B – Magazines: Mainstream and Alternative Media**

There will be one two-part question or one extended response question.

### **Section C – Media in the Online Age**

There will be **one** two-part question or **one** extended response question.

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

**Non exam assessment**

**30% of qualification**

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 NEA practical offers opportunities to create some of the following: Magazine Covers and double page spreads, DVD/Blu Ray covers and Film Posters, Music Videos, Television Dramas and creating Websites with working hyperlinks; all of these require original photography to be used.

Along with the necessary software packages for editing, we also have a high resolution camera and video recorder with tripod and boom microphone and we have a green screen for creating effective images.

### **Learning strategies:**

Independent Learning is the key term for this department's teaching methods. You will be expected to organise and contribute to student led lessons. This is a hands-on course and you will need to be prepared to make your own media as well as being able to analyse it. A key attraction of Media Studies for both student and teacher is its contemporary nature and we will expect you to be able to bring up to the nanosecond examples of media products to our class discussion.