



A Level Media Studies

Why study Media Studies?

Media Studies is a practical and academic discipline that nurtures critical understanding, hones appreciation of media texts and promotes the development of creative production skills. Studying A-Level Media Studies provides a holistic and focused approach to analysing the media across a range of forms.

What is the course structure?

EDUQAS WJEC syllabus.

A Level

Component 1: Media Products, Industries and Audiences

This unit assesses media language, representation, media industries, audiences and media contexts. There are two sections using a variety of set-texts and unseen resources from a range of forms including: advertising, marketing, radio, film, video games, music video and newspapers.

Assessment:

Written exam : 2 hours 15 minutes

The unit is worth 35 % of the qualification.

Component 2: Media Forms and Products in Depth

This unit assesses media language, representation, media industries, audiences and media contexts. It consists of three sections linked to television, magazines and online media.

Assessment:

Written exam: 2 hours 30 minutes

The unit is worth 35% of the qualification.

Component 3: Cross-Media Production

This component synthesises learning from Year 1, providing students with the opportunity to demonstrate their learning in a practical way. Learners create an **individual cross-media production in two different forms** for a specific, intended audience, applying their knowledge and understanding of the theoretical framework and digital convergence in response to a **choice of briefs set by WJEC**. The forms that learners can work within include television, magazines, film marketing, music marketing and online options. The audience and industry context are specified within the brief.

Assessment:

Independent, individual production which is internally moderated and externally assessed. Briefs are set by the exam board.

This component is worth 30% of the qualification.

Which activities will I be engaged in during the course?

The course is structured to promote and nurture your interest in the subject and support you in the vital thinking and practical skills that are fundamental to learning Media Studies at A Level. We want to give you the best possible opportunity to actively participate in lessons, develop practical skills and engage in theoretical debate both inside and outside the classroom. These opportunities will be explored in a number of ways:

- Consuming and analysing media texts.
- Identifying technical codes used in media texts, such as shot-types, lighting, sound...
- Asking interesting and purposeful questions and undertaking lines of enquiry that will help you answer them.
- Using various points of reference to complete independent research. These might include school and public libraries, consumption of media products, websites and communication with people.
- Recreating media products to develop awareness of technical codes or practical skills.
- Sharing research and presenting ideas and extended projects.
- Reading around the issues using newspaper articles, blogs or social media.
- Entering into debate which will involve substantiating opinions and challenging others.
- Consuming parallel media texts at home – for example critically reviewing other episodes of a televisual set-text, or other texts from the same genre.
- Reading and annotating academic materials provided as part of the course.
- Keeping precise notes to help you keep a record of your research.
- Using media resources to help consolidate your learning of a particular issue.

How can I prepare for the course?

You can prepare for the course in a number of ways:

- Take an interest in media debates and issues, particularly as they arise in the news.
- Consider your own media consumption. Keep a diary of the products you consume (or produce!). How do you use these texts? What 'need' do they fulfil?
- Sign up to Twitter and follow the live-tweets for a favourite TV show.
- Take a look at some of these books:
 - ***The Media Student's Handbook***, Gill Branston and Roy Stafford.
 - ***Making is Connecting***, David Gauntlett
 - ***Genre and Hollywood***, Steve Neale
- Visit these websites:
 - Media Knowall <http://www.mediaknowall.com/gcse/keyconceptsgcse/keycon.php?pageID=narrative>
 - Brianair <https://brianair.wordpress.com/>
 - Guardian Media <https://www.theguardian.com/uk/media>

Further information:

Shelagh Badger - Head of Media Studies