



## What specification is proposed?

Eduqas A Level Media Studies

### The Aims of the A-level Media Studies Course

The WJEC Eduqas A Level in Media Studies offers a broad, engaging and stimulating course of study which enables learners to:

- Demonstrate skills on enquiry, critical thinking, decision making and analysis
- Demonstrate a critical approach to media issues
- Demonstrate appreciation and critical understanding of the media and their role both historically and currently in society, culture, politics and the economy
- Develop an understanding of the dynamic and changing relationships between media forms, products, industries and audiences
- Demonstrate knowledge and understanding of the global nature of the media
- Apply theoretical knowledge and specialist subject terminology to analyse and compare media products and the contexts in which they are produced and consumed
- Make informed arguments, reach substantiated judgements and draw conclusions about media issues
- Engage in critical debate about **academic theories** used in media studies
- Appreciate how theoretical understanding supports practice and practice supports theoretical understanding
- Demonstrate sophisticated practical skills by providing opportunities for creative media production.

## What will I be covering in the course in Year 12?

### Set texts:

- Advertising and marketing: **Tide** (1950s) Print advert; **Water Aid** (2016) audio-visual advert; **Kiss of the Vampire** (1963) film poster
- Music video: **Formation**, Beyonce (2016); **Riptide**, Vance Joy (2013)
- Newspapers: **The Daily Mirror** (November 2016) front cover and article on US election; **The Times** (November 2016) front and back pages; Case studies for **The Daily Mirror** and **The Times** (One complete print edition of each newspaper and selected pages from each newspaper's website)
- Film: **Straight Outta Compton** (2015) cross-media study; **I, Daniel Blake** (2016) cross-media study
- Television: **Life On Mars** UK –BBC (Series 1 Episode 1 – 2006)
- Magazines- **The Big Issue** Dennis & The Big Issue Ltd (October 17-23 2016, no. 1227)



## Component 3 is also studied at the end of Year 12

### What will I be covering in the course in Year 13?

- Video games: **Assassin's Creed III: Liberation** (2012) and related online and social media content
- Radio: **BBC Radio 4- Late Night Woman's Hour** (October 28<sup>th</sup> 2016) and related online and social media content
- Television: **The Bridge** Denmark DR1/Sweden SVT1 (Season 3 Episode 1 – 2015)
- Magazines- **Vogue**- Conde Nast (July 1965)
- Online products- **Zoella**, **Attitude**





## How will I be assessed?

### **Component 1: Media Products, Industries and Audiences. Written Examination: 2 hours 15 minutes. 90 marks. 35% of qualification.**

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

#### **Section A: Analysing Media Language and Representation – 1 hour 30 minutes – 45 Marks**

In this section you will have to answer two questions, one on representations, worth 30 marks and one on media language worth 15 marks. You will need to analyse and comment on unseen texts (media texts that you see for the first time in the exam - the texts may be print, moving image, audio or e-media based).

#### **Section B: Understanding Media Industries and Audiences – 45 minutes – 45 Marks**

In this section you will have to answer questions about media industries (the companies and organisations that produce media texts) and media audiences.

### **Component 2: Media Forms and Products in Depth. Written Examination: 2 hours 30 minutes. 90 marks. 35% of qualification**

For this exam you are required to study three areas of the media in depth, exploring all areas of the theoretical framework - **media language, representation, media industries, and audiences** - in relation to audio-visual, print and online products set by Eduqas, WJEC. The areas of the media to be studied in depth are:

- Television
- Magazines
- Online Media - blogs and websites.

#### **Section A: Television in the Global Age– 50 minutes (30 Marks)**

#### **Section B: Magazines: Mainstream and Alternative Media– 50 minutes (30 Marks)**

#### **Section C: Media in the Online Age – 50 minutes (30 Marks)**

### **Component 3: Cross Media Production: Coursework: 60 marks. 30% of qualification.**

This is your coursework unit, in it you will need to show that you can apply the knowledge and understanding of the media you have gained through studying the exam components of the course (media language, representation, audiences, media industries and the digitally convergent nature of the media) to practical production work of your own. You will have to produce work from two media platforms (print and/or e-media and/or moving image) that responds to a brief and targets an audience set by the exam board.

## What can I do with this subject?

Media Studies helps you develop a number of skills: an ability to analyse how media products are constructed; how to produce media products across different platforms and how to do individual research. As the media touches every person and every profession, the subject has a really broad application; it prepares students for university study and/or a career in media and the creative industries.

## Specific entry requirements for this course

Students must achieve a B/6 grade at GCSE Media Studies or a 6 in English if not previously studied. It is important that a B/6 is achieved in all examined units.

