

Media Studies A Level

Examination Board : Eduqas

Minimum Course Entry Requirements

- At least level 5 in GCSE English Language
- No previous study of media at GCSE is required

This is a 2 year course with all exam components taught in Year 12 and 13, and production work completed for coursework across both years.

Examination at the end of Year 13

Media Studies is a diverse, challenging course which offers students the opportunity to develop a critical and analytical approach to the changing media environment which surrounds them. Students will explore how media texts are created and the distinctive contributions mass media makes to their understanding and enjoyment of the world in which they live. Students will also create original media texts and productions for the coursework component. Texts studied include film, documentary, magazines, newspapers, radio, the music industry and television as well as new media such as web pages.

Component 1: Media Products, Industries and Audiences

Written examination: 2 hours 15 minutes at the end of Year 13

This unit is completed in Year 12

35% of qualification

The examination assesses media language, representation, media industries, audiences and media contexts.

Students will be taught the key media theoretical frameworks for analysing media texts, and will study a range of set text products including: contemporary British newspapers coverage of the US election, contemporary and historical adverts and charity campaigns including Water Aid, Radio programmes such as Late Night Women's Hour, historical film posters, video games and a cross-media study of film marketing for I, Daniel Blake and Straight Outta Compton. Students will also be prepared to analyse unseen texts and make links to set texts taught throughout the module.

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. See above.

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 at the end of Year 13

This unit is completed in Year 12

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.

Students will be analysing the Documentary form through a detailed study of *The Jinx: The Life and Deaths of Robert Hurst* and the Swedish Documentary *No Burqas Behind Bars*. This will introduce them to the genre conventions before they go on to produce their own Documentaries and accompanying marketing campaign for Component 3 coursework.

Section B – Magazines: Mainstream and Alternative Media

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

Students will be studying contemporary and historical magazines including *Woman*, *Vogue*, *Adbusters*, *Huck*, *Woman's Realm* and *The Big Issue*. Focus on changing gender representations and gender construction through language will also be examined. Students will use their findings to enable them to produce similar print-based texts for the Component 3 coursework.

Section C – Media in the Online Age

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

Students will study self-representation and the impact of digital technology on media production through a series of case studies including *Zoella*, *Attitude* and *DesiMag*. Students will explore how digital technology changes the way we consume media products and how specialized, niche audiences are targeted.

Component 3: Cross-Media Production Coursework

30% of qualification

Brief set Easter term in Year 12 and completed by the end of autumn term in Year 13

An individual cross-media production based on two forms in response to a choice of briefs set by WJEC. Students will be producing moving image and print based media products for their coursework component. Currently this will be the individual production of a documentary sequence and an accompanying print-based marketing campaign, either online or in magazine form. This unit allows students to demonstrate their genre knowledge gained in Component 2 and is essential for producing a portfolio of work demonstrating practical production skills including filming, pre and post-production planning and editing. All students will be taught editing skills using Industry standard software – Final Cut Pro X, Motion, Photoshop and Publisher.

Career Possibilities

Media Studies is a valuable and highly regarded qualification, leading directly to many media based careers. The moral and ethical debates students engage with and the analytical and investigative approach developed is excellent training for a wide range of careers including law, politics, journalism, social services, civil service and teaching. Any area which requires critical thinking and excellent communication skills would be well served by a Media Studies student.

Media Studies tasks and reading to complete before September

MEDIA STUDIES USEFUL WEB LINKS

Please visit the following web links to view a range of videos introducing you to basic Media theory and the key texts you will be studying in September. Mrs Fisher has superb revision videos for all the texts and theories we will be studying.

All of the set texts and their study packs are available in the Media Home Learning area of our school website – feel free to download the packs and view the media texts.

SUPERB REVISION VIDEOS FROM MRS.FISHER

<https://www.youtube.com/channel/UCUKrxp4BcJrGLzmqAhCjASg>

EXCELLENT THEORY AND REVISION VIDEOS MEDIA INSIDER

https://www.youtube.com/channel/UCGXfqzVEZr0XaZLWG3_HniA

EDUQAS MEDIA HOMEPAGE AND SPECIFICATION

<https://www.eduqas.co.uk/ed/qualifications/media-studies-as-a-level/>

ESSENTIAL MEDIA THEORY WEBSITE WITH LOTS OF RESOURCES

<https://www.essentialmediatheory.com/>

Read a range of articles, editorials and reports from contrasting newspapers – broadsheet and tabloid.

Watch at least 3 documentaries on a range of different subjects. Watch at least one mainstream on BBC/ITV/CH4/Netflix and one online YOUTUBE/VIMEO. Try to watch at least one independent documentary and one mainstream.

Read the Documentary features article at the end of this file.

Consider possible topics or areas of interest for your own documentary production coursework – make and keep a list of all your ideas.

Try to watch 2 of the set texts for Component 2 – Black Panther and I, Daniel Blake.

Read and learn the key glossary terms for Media at the end of this file.

WHY CHOOSE MEDIA STUDIES AT A LEVEL?

The media is the most dynamic, innovative and influential method of mass communication of modern times. It has been reported that adults in Great Britain are consuming media for almost 8 hours a day¹. That's 8 hours a day watching films and television, reading newspapers, and sifting through online media. Within that time, we are bombarded by other people's representations of the world and how we respond to these representations can affect our perceptions of people, places and society, of politics and culture, of ourselves and of our place in the world.

Media Studies is a vital tool necessary to understanding the media's significance and its power.

"In our media-saturated age, it's vital that young people can evaluate competing sources of information, and communicate effectively within a fast-changing digital environment. This isn't just a matter of easy-to-learn skills. They need critical knowledge of media texts, audiences and digital culture, and of the complex political economy and technology which underpin them."

PROFESSOR SONIA LIVINGSTONE, OBE,
LONDON SCHOOL OF ECONOMICS
AND POLITICAL SCIENCE.



A LEVEL MEDIA STUDIES



What will I study?

As a GCE Media Studies student, you will analyse how media products use language and representations to create meaning. You will learn about the media industry and how the industry affects how media products are made. You will investigate media audiences, exploring who are the people who watch, read and consume the products and considering how different people might respond to products differently, and why. You will study many different media forms, such as:

- Television
- Online Media
- Advertising and Marketing
- Film Marketing
- Magazines
- Newspapers
- Social and Participatory Media
- Music Video
- Radio
- Video Games

You will explore and apply critical perspectives including those of world-renowned media and cultural theorists, and will examine how social, historical, political and economic contexts affect media production.

You will also have the opportunity to apply what you have learned through the production of your own media texts, exploring and creating media forms such as music videos, magazines, television, websites and film marketing.

How will I be assessed?

Assessment will comprise of a mixture of examined and non-examined assessment.

Component 1

AS Level: Written examination:
1 hour 45mins, 35% of qualification

A Level: Written examination:
2 hours 15 mins, 35% of qualification

Component 2

AS Level: Written examination:
2 hours, 35% of qualification

A Level: Written examination:
2 hours 30 mins, 35% of qualification

Component 3

AS Level: Non-exam assessment: Media Production,
30% of qualification

A Level: Non-exam assessment: Cross-Media
Production, 30% of qualification

What skills will I develop?

Media Studies will help you to develop valuable transferable skills such as critical thinking, analysis, research, planning, skills of enquiry and evaluation, practical skills, creativity, time management, essay writing skills and more. Your studies will complement and assist your learning in other subjects such as English Language and Literature, Humanities, Sociology, Film, ICT and the Extended Project.

Where might Media Studies take me?

Over one hundred universities offer courses in Media, Communications and Cultural Studies in the UK. A GCE in Media Studies helps you to progress to these courses, as well as to those in other areas such as English, Humanities and Social Sciences.

There is a huge array of career opportunities in the media, which is an industry that is growing at an exponential rate. According to accountancy giant PwC's latest Global Entertainment & Media Outlook 2018-2022, the entertainment and media sector will be worth £76 billion by 2021² and the video games sector is currently valued at more than half the UK's whole entertainment industry³. If you are looking for a job in this area, studying Media at GCE and at degree level is a route into careers such as TV and film production, advertising, journalism, interactive media, and digital marketing. It could help to provide you with the foundation to secure roles in technical production, special effects, web design and post-production.

There has never been a better time to become a Media Studies student. To learn more, ask your teacher about Media Studies.

² www.insider.co.uk/news/uk-entertainment-media-pwc-europe-12650656 8th January 2019
³ www.bbc.co.uk/news/technology-46746593 8th January 2019