

A Level Media Studies

AIMS OF THE COURSE

The course offers learners the opportunity to develop a thorough and in depth understanding of the key issues of media, using a comprehensive theoretical framework to facilitate analysis and debate. The study of a wide range of rich and stimulating media products is central to the course, offering opportunities for detailed analysis of how the media communicate meanings in a variety of forms. The aim is that students will engage with the dynamic relationships between media products, media industries and audiences. Students are encouraged to develop their awareness of emerging and evolving media. They are also encouraged to explore and pursue their own media interests.

The media play a central role in contemporary culture, society and politics, shaping 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, and participate in key aspects of society. The media industries employ large numbers of people and the course aims to equip students with enhanced knowledge and understanding of contemporary media products.

COURSE CONTENT

Component 1: Media Products, Industries and Audiences

Learners study media language and representation in relation to examples of media products from the following forms:

- music video and video games
- advertising and film marketing
- newspapers and radio news/current affairs programmes.

Students will also develop the ability to use and reflect critically upon relevant theoretical approaches and theories.

Component 2: Media Forms and Products In Depth

In this component, learners build on the knowledge and understanding developed in Component 1. Learners study media language, representation, audiences and media industries in relation to:

- television
- magazines
- blogs and websites.

Learners will explore and compare how relevant social, cultural and industry contexts influence the set products.

Component 3 - Cross-Media Production

(non-exam assessment) Learners create an individual cross-media production in two different forms in response to a choice of briefs set by WJEC. The forms that learners can work in include television, magazines, film marketing, music marketing and online options.

ASSESSMENT PROCEDURES

Component 1: Media Products, Industries and Audiences:

Music Video and Video Games; Advertising and Film Marketing; Newspapers and Radio News.

Written examination 2 hours (30% of qualification)

Component 2: Media Forms and Products in Depth:

Television; Magazines; Blogs and Websites.

Written examination 3 hours (40% of qualification)

Component 3: Cross Media Production:

Production work will be across two media platforms from a choice of print, audio-visual or functioning on-line material.

Internal assessment (30% of qualification)

METHOD OF ASSESSMENT

Students will be assessed throughout the course using a combination of essays, internal examinations and practical tasks in line with the weighting of the specification.

PROGRESSION AND CAREER OPPORTUNITIES

The emphasis of the WJEC syllabus is upon the development of independent analytical and critical thinking skills which makes it particularly appropriate and relevant to candidates wanting to pursue Media Studies at higher academic levels.

The course aims to provide a wide range of media competencies relevant to more specialised academic and vocational courses. In addition, knowledge of the media is increasingly valued and is becoming an important aspect of work in most institutions in an information society. Studying the media will equip students to develop an understanding of the relationship between consumers and producers which is therefore relevant to candidates entering employment across a wide range of industries and professions.

ENTRY REQUIREMENTS

The minimum entry requirements for Level 3 applied study apply. In addition, a Grade 5 in English is required. Students with a Grade 4 who demonstrate good literacy skills through the transition pack and initial assessment will also be considered.