

MEDIA STUDIES

Qualification: A-Level | Exam Board: WJEC



SUBJECT OVERVIEW

This course is designed to allow students to draw on their existing experience of the media and to develop their abilities to respond critically to it.

You will explore a wide variety of media sources including print journalism, radio, television and online digital media technologies by drawing upon the concepts of text, industry and audience response.

The course also encourages creativity to enable you to gain a greater appreciation of the media through their own production work and to develop their own production skills.

Enrichment trips to the Berlin Film Festival and Prague Febiofest are particular highlights of the last few years.

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YEAR ONE COURSE CONTENT

Component One: Investigating the Media

This component will introduce you to key aspects of the theoretical framework - media language and representation - as an essential basis for analysing media products from a range of forms. In addition, you will study products from specific media industries and for specific audiences to develop their knowledge and understanding of those areas of the theoretical framework.

Component Two: Investigating Media Forms and Products

In this component you are required to study three media forms 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 the exam board. The forms to be studied in depth are:

- Television
- Magazines
- Blogs

Component Three: Media Production

You will produce an individual media production comprising a single media product created in response to a choice of briefs set by the exam board. You will need to demonstrate knowledge and understanding of the Media theoretical framework.

YEAR TWO COURSE CONTENT

Component One: Media Products, Industries and Audiences

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.

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.

Component Two: Media Forms and Products in Depth

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

Section A: Television in the Global Age

Section B: Magazines: Mainstream and Alternative Media

Section C: Media in the Online Age

Component Three: Cross-Media Production

You will produce an individual cross-media production based on two forms in response to a choice of briefs set by the exam board. Students need to demonstrate knowledge and understanding of the Media theoretical framework and digital convergence.

WHAT DOES THIS COURSE PREPARE ME FOR?

If you successfully complete this course, you can expect to gain entry onto university degree programmes in Film, Television or Media Studies or direct entry into the media production industry at junior level.

COURSE SUPPORT AND ENRICHMENT

You will take part in a variety of support and media-related enrichment activities during your time on the course.

Trips to media institutions such as regional newspaper and radio offices as well as visits from industry speakers are offered to all students on the course. There is the opportunity to be part of the editorial team who produce The Bedford Sixth Form's student magazine. Enrichment trips to the Berlin Film Festival and Prague Febiofest are particular highlights of the last few years. In the Spring term extra revision and study skills sessions are also offered to you to help support you with preparing for your final exam.

ASSESSMENT

YEAR ONE:

Component One: Investigating the Media

- Written Exam - 1 hr 45 mins
- 35% of Qualification

Section A: Investigating Media Language and Representation
Section B: Investigating Media Industries and Audiences

Component Two: Investigating Media Forms and Products

- Written Exam - 2 hrs
- 35% of Qualification

Section A: Television

Section B: Magazines

Section C: Online Media

Component Three: Media Production

- Non-Exam Assessment
- 30% of Qualification

YEAR TWO:

Component One: Media Products, Industries and Audiences

- Written Exam - 2hrs 15 mins
- 35% of Qualification

Section A: Analysing Media Language and Representation

Section B: Understanding Media Industries and Audiences

Component Two: Media Forms and Products in Depth

- Written Exam - 2 hrs 30 mins
- 35% of Qualification

Section A: Television in the Global Age

Section B: Magazines - Mainstream and Alternative Media

Section C: Media in the Online Age

Component Three: Cross-Media Production

- Non-Exam Assessment
- 30% of Qualification

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