

A LEVEL MEDIA STUDIES

Examination Board: WJEC EDUQAS GCE A LEVEL IN MEDIA STUDIES

WHAT WILL I STUDY?

The A LEVEL Media Studies will require you to analyse a range of media form from the TV, film, radio, newspapers, magazines, print advertising, online social media and music video industries. The study of these different media forms will also develop your understanding of theoretical concepts of how media texts represent individuals and locations, the impact on their audiences, how they use media language to communicate their meaning and also the structure of industries.

This course will help you understand the following areas in greater detail from the GCSE:

MEDIA LANGUAGE: how the media through their forms, codes and conventions communicate meanings.

MEDIA REPRESENTATION: how the media portray events, issues, individuals and social groups.

MEDIA INDUSTRIES: how the media industries' processes of production, distribution and circulation affect media forms and platforms.

MEDIA AUDIENCES: how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

HOW IS THE COURSE STRUCTURED AND ASSESSED?

At A LEVEL there is one Controlled Assessment component and two Examination components to complete.

COMPONENT 1 (EXAM) - 35% of A Level

This is an examined component that is externally assessed. Candidates will respond to unseen extracts for their construction of representations using media language to construct these representations. Candidates will also need to assess industry practices and audiences in relation to how media products are constructed to attract a specific audience. This will include set media texts and unseen media texts.

COMPONENT 2 (EXAM) - 35% of A Level

This is another examined component that asks students to study set case study media texts for their understanding of media theories, including criticism of theoretical perspectives and an understanding of the wider campaigns and marketing for the set texts. The set texts are in the media forms of television, magazines and online media.

COMPONENT 3 (CONTROLLED ASSESSMENT) - 30% of A Level

This is a controlled assessment component that is internally assessed and externally moderated. Candidates work individually to produce a major practical production from a selection of set briefs by the exam board. Each student produces their own evidence of research and planning alongside an evaluation of their finished products (two products will be created as a form of cross-media promotion).





POST 16

A LEVEL SUBJECTS
Media Studies

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