

A LEVEL MEDIA STUDIES

For the new A LEVEL in Media Studies, there is a larger focus on the examinations that you will take, rather than the coursework that you will complete. The new A LEVEL Media Studies is will see you analysing a range of media form from the TV, film, radio, newspapers, magazines, print advertising, online social media and music video industries. The analysing of media forms will require you to understand theoretical understanding 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 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.

What will I learn?

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

COMPONENT 1 (EXAM)

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)

This is another examined component that asks students to study unseen media for their understanding of media theories. This will include theoretical understanding of media language, representations, media industries and audiences of set media texts and unseen media texts in television, magazines and online media.

COMPONENT 3 (CONTROLLED ASSESSMENT)

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 (three products will be created as a form of cross-media promotion).



How will I be assessed?

Component 1 (Exam) – 35% of A LEVEL

Component 2 (Exam) - 35% of A LEVEL

Component 3 (Controlled Assessment) – 30% of A LEVEL

Specification: WJEC Eduqas GCE A Level in Media Studies