



MEDIA STUDIES

Entry Requirements: Grade 4 in English Language

Exam board: WJEC Eduqas

Full Subject Specification website: <http://www.eduqas.co.uk/qualifications/media-studies/as-a-level/>

Why study Media Studies:

At Stratford upon Avon School, we would like to enhance your enjoyment and appreciation of the media and the essential role it plays in our lives. During this stimulating and challenging course, we aim to develop your critical understanding of the media through the detailed study of a variety of texts, genres and theories, whilst also encouraging you to learn and hone new creative skills as you produce your own, professional-standard media work. We will also help you to become more independent in research skills, developing your own views and interpretations.

Subject Specification Outline:

This specification consists of three main units:

1. Media Products, Industries and Audiences: during this unit, you will acquire a thorough understanding of media forms, from music videos, video games, advertising, film and marketing to newspapers and radio news/current affairs programmes. Focussing on media language, representation, media industries, audiences and media contexts. It is assessed by an external examination.

2. Media Forms and Products in Depth: covering three broad themes, this unit is assessed by external examination, will provide you with a detailed knowledge of media language, representation, industry and audiences. The three sections are: Television in the Global Age; Magazines: Mainstream and Alternative Media; and Media in the Online Age.

3. Cross-Media Production: in this non-exam unit, you will be given the opportunity to demonstrate your creative skills, producing work in response to a given brief. This is 30% of the overall qualification.

Progress Assessment:

Regular, structured exam-style assessments in preparation for two terminal examinations.

Ongoing ½ termly assessment.

The Cross-Media Production component accounts for 30% of the overall grade and is internally assessed. You will receive written and oral feedback throughout the drafting process.

Final Exam Format:

Paper 1: Media Products, Industries and Audiences

Written exam: 2 hours 15 minutes, 4 questions;

- Section A: two extended questions
- Section B: two stepped questions.

35% of the qualification

Paper 2: Media Forms and Products in depth

Written exam: 2 hours 30 minutes, 3 questions;

- Section A: one two-part question or one extended response question
- Section B: one two-part question or one extended response question
- Section C: one two-part question or one extended response question.

35% of the qualification

Self Study Requirements:

- Research particular media texts and contexts
- Research different media theory
- Research a range of media from different times to create an in-depth understanding of how media has changed over time
- To experience a wide breadth of media texts and forms
- Complete regular plans for practice questions
- Complete regular practice questions.

One hour of lesson time should result in at least one hour of self study to consolidate and build your understanding.

Progression Pathways:

A level Media Studies is a multidisciplinary course of study which affords you opportunities to develop and demonstrate a wide range of study and life skills. For students who so choose, the course will provide a foundation for the study of Media Studies or a related area on a range of higher degree courses, for the next level of vocational qualifications, or for employment.