

# MEDIA STUDIES

EXAM BOARD: WJEC EDUQAS

## 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 (35%) -

Written exam: 2 hours 15 minutes, 4 questions;

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

**Paper 2:** Media Forms and Products in Depth (35%) -

**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.

## 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.