

A Level Media studies

Your guide to taking A Level Media studies at Southam
College

Media studies is offered as an A level course completed over a two year period.

The course is divided into three areas:

Component 1: Media Products, Industries and Audiences

Written examination: 2 hours 15 minutes

35% of qualification

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. There are **two** questions in this section:

- **one** question assessing media language in relation to an unseen audio-visual or print resource
- **one** extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts.

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.

It includes:

- **one** stepped question on media industries
- **one** stepped question on audiences.

- Component 2 is an exam focussed on set media forms
- Component 3 is a practical element which is a non-examined assessed piece of work.

Component 2: Media Forms and Products in Depth

Written examination: 2 hours 30 minutes

35% of qualification

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

Section A – Television in the Global Age

There will be **one** two-part question or **one** extended response question.

Section B – Magazines: Mainstream and Alternative Media

There will be **one** two-part question or **one** extended response question.

Section C – Media in the Online Age

There will be **one** two-part question or **one** extended response question.

Component 3: Cross-Media Production

Non exam assessment

30% of qualification

An **individual** cross-media production based on **two forms** in response to a **choice of briefs set by WJEC**, applying knowledge and understanding of the theoretical framework and digital convergence.

What Media studies enables you to do

The WJEC Eduqas A level in Media Studies offers a broad, engaging and stimulating course of study which enables learners to:

- demonstrate skills of enquiry, critical thinking, decision-making and analysis
- demonstrate a critical approach to media issues
- demonstrate appreciation and critical understanding of the media and their role both historically and currently in society, culture, politics and the economy
- develop an understanding of the dynamic and changing relationships between media forms, products, industries and audiences
- demonstrate knowledge and understanding of the global nature of the media
- apply theoretical knowledge and specialist subject specific terminology to analyse and compare media products and the contexts in which they are produced and consumed
- make informed arguments, reach substantiated judgements and draw conclusions about media issues
- engage in critical debate about academic theories used in media studies
- appreciate how theoretical understanding supports practice and practice supports theoretical understanding
- demonstrate sophisticated practical skills by providing opportunities for creative media production.



Pathways into Media after completing A Level Media studies

Journalism
Editing
News reporting
Politics
Media marketing
Content writer
Publicist
Analyst

Magazine editor
Photographer
Graphic designer
Content design
Producer
Editor

Digital marketing
SEO Manager
Web designer
Social Media
manager
Digital content
writer
Regulator

Director
Producer
Sound engineer
Special effects co-
ordinator
Set designer
Cinematographer
Costume design

Radio producer
Radio DJ
Presenter
Radio engineering
Commercial
Manager
Radio Programme
Controller

Market researcher
Events manager
Marketing
executive
Media Buyer
Public relations
officer

Multimedia
programmer
Location manager
Choreographer
Location manager

Art director
Content strategist
Technical writer
Mediator
Talent agent
Acting

‘Media has enabled me to understand wider aspects of Media in more detail’

‘Definitely worth taking’

‘It’s a broad subject which is good for helping me decide which element of Media to focus on at University’

‘I had no idea the amount of theories there are in Media, I find it interesting’

What our students say about Media

‘Media is so much more than film, it involves learning about the theory behind media’

‘You get to learn a broad range of Media from Film, Television, Radio, Magazine and online, I really enjoy it’

‘Even if you haven’t taken Media at GCSE, you learn at a quick pace’

‘I love using Photoshop to make new creations’

The Media department



- ✓ **100% pass exam rates** at GCSE and A Level
- ✓ Timely intervention when needed
- ✓ Practice exam papers throughout the year
- ✓ Theoretical and practical Media taught



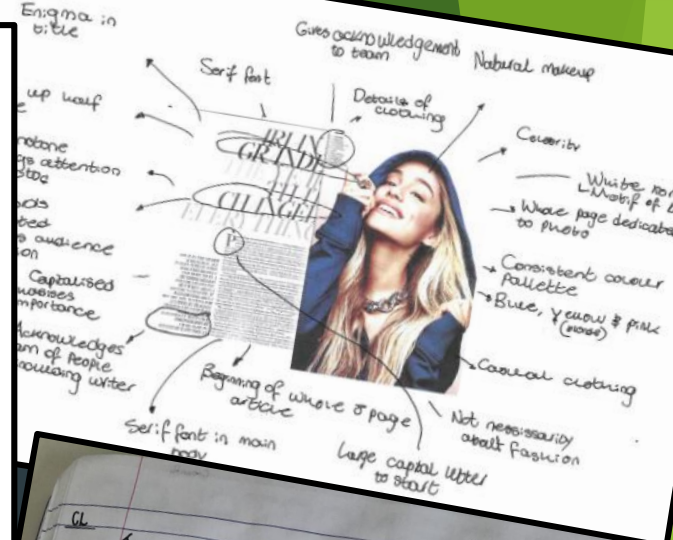
- ✓ **Media specialist teachers** with a broad range of industry experience and knowledge
- ✓ Opportunities for one to one discussions with teachers as well as guidance given throughout course



- ✓ **Enrichment opportunities** at A level including:
- ✓ Filming school productions, taking part in whole school initiatives
- ✓ Online talks and external visits such as BFI
- ✓ Lunch and after school drop in's available

STUDENT SHOWCASE

Students complete a range of tasks including:
Top left: Web design
Top Right: Planning idea's for a creation
Bottom left: Music video production
Bottom Right: Written theory
Below: Magazine development



Ed Sheeran - Galway Girl: performance and narrative music video as it follows Ed Sheeran's life and night out after a concert to promote his tour, also the lyrics link to illustrations such as playing darts, the woman is represented as adventurous and wanting to give Ed a full experience of her home.

Ed Sheeran - All I want: narrative music video (disjuncture) by telling the story of a man who is different being bullied but eventually standing up for himself to protect the woman he likes. The woman is presented as however, I feel this was not the intention.

A Level Media Entry Criteria

To study Media at A level, as well as passion for Media studies you will need to achieve a grade 6 and above at GCSE level English.

If you have taken GCSE at Media and have achieved a Grade 6, this will be an advantage, however it is NOT essential to have studied GCSE Media to study A Level Media.

If you have any questions, please contact Southam College and we will be happy to answer any questions.

All the best!

Mrs Karir & Miss Darketts
Heads of Media studies