

Course Information



A Level Media Studies

What is A Level Media Studies?

We live in a media saturated society - whether you want to be informed, entertained or sold to, it is nearly impossible to avoid the power and the influence of the media. This course is designed to enable you to develop three different relationships with media texts. As a consumer you will become aware that media texts are constructed to convey information from somebody else's perspective - and you should become a critical reader of these texts. You will also view media texts from the perspective of the institution which has produced them exploring how the messages are constructed and distributed to the audience. Finally, producing your own media texts will give you a real hands-on understanding of how texts effectively communicate.

What does the course involve?

The course requires students to critically analyse media texts from a range of sources, drawing on knowledge and understanding of both contemporary and historical perspectives to consider how texts have changed over time. Students will develop knowledge of political, cultural, economic and social issues both past and present in relation to the media, using this knowledge to uncover meaning in texts. Application of acquired knowledge, concepts and media theories is essential when producing media texts to ensure their success.

What is studied?

Media Language Representation Audience Industry	Newspapers Magazines Radio Television	Postmodernism Feminism Power Regulation and control
Ideology Genre Narrative Semiotics	Music video Video games Advertising Blogs & websites	Gender Ethnicity Media effects Globalisation

How is it assessed?

<p>Component 1 – Meanings and Representations in the Media Introduction to Media forms and platforms Introduction to key concepts and theories Tools for critical analysis Written exam - 2 hours, 15 minutes Extended written responses, based on set texts and unseen texts</p> <p>35% of qualification</p>	<p>Component 2 – Media Forms and Products in Depth Discussion of key concepts and theories Exploring social, cultural and industry contexts Detailed study of set texts Written exam: 2 hours, 30 minutes Extended written responses, based on set texts</p> <p>35% of qualification</p>
<p>Component 3 – Cross Media production Creation of linked production pieces across two different platforms, in response to an exam board brief. Non exam assessment</p> <p>30% of qualification</p>	

Exam Board is WJEC Eduqas

Extra information

Key skills: independence, effective time management, analysis, essay writing, IT competence. The best students will fully engage with the media, perhaps by: reading a weekly broadsheet newspaper, engaging with the news and the world around us, or by being an active user of social media.

What next?

A Level Media Studies can be useful for a range of courses/careers including journalism, marketing, business, public relations and careers within the media. For more information about the course, see the displays in the English area, talk to your English teacher or Mr Litt, Head of Faculty for English.