

MEDIA STUDIES

WHY STUDY THIS COURSE?

The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. A' level Media Studies offers learners the opportunity to develop a thorough and in depth understanding and critical exploration of these key issues.

COURSE DETAILS

Qualification: A' level
Media Studies

Awarding Body: WJEC

Entry Requirements: 5
GCSE grades 9-4, including
English Language grade
4, Maths grade 4

The study of a wide range of rich and stimulating media products is central to the specification, offering opportunities for detailed analysis of how the media communicate meanings in a variety of forms. Learners will work from the product outwards to debate key critical questions related to the social, cultural, political and economic role of the media. Through studying media products, learners will engage with the dynamic relationships between media products, media industries and audiences. Learners will also consider established media forms alongside more contemporary forms, developing an awareness of emerging and evolving media. This specification aims to develop knowledge and understanding of the transnational nature of the media, considering the effect of different national contexts on representations in media products, the global reach of media industries, and the targeting of audiences on a national and global scale.

COURSE STRUCTURE & ASSESSMENT

Students will sit two exams at the end of Year 13 (2hrs 15minutes and 2hrs and 30 minutes) totalling 70% of the qualification analysing media language, representations, media industries and audiences.

Students will also produce an individual cross-media production based on two forms applying knowledge and understanding of the theoretical framework and digital convergence which is worth 30% of the qualification.