

Level: A Level
Body: EDUQAS

Entry requirements Grade 4 at English

Overview of course content The Media Studies course is designed to allow students to draw on their existing experience of the media and to develop their abilities to both respond critically to the media and create media texts of their own.

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

Section B: Understanding Media Industries and Audiences

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

Section B – Magazines: Mainstream and Alternative Media

Section C – Media in the Online Age

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.

Key skills development: Students develop their knowledge and understanding of a wide variety of media, including digital media technologies, drawing on the fundamental concepts informing the study of the media: texts, industry and audiences. The course also encourages creative work to enable students to gain a greater appreciation of the media through their own production work and to develop their own production skills.

Costs: £15 for text book, with an option on trip abroad in 2019 to be advised.

Progression:

The qualification allows students to investigate and explore media industries and their products, apply this knowledge to their own media productions, and develop critical faculties which enable them to interpret and interact with the global media on a sophisticated level. Progression to a wide range of HE courses linked to media production and academic study is possible together with opportunities in media industries apprenticeships.

