

A-Level Media Studies

EXAM BOARD: WJEC Eduqas

What does the course cover?

Students study different media industries in depth, with the aim of understanding key institutional and audience factors which influence and shape the production of media texts within those industries. The focus is on contemporary British media and its output, although this is contrasted to other global industries.

Five of the key focus industries will be drawn from the following: Online Media, Video Games, Television, Film and Cinema, Advertising, Magazines, Radio and the music industry inter-alia.

The course includes the analysis of a full range of diverse media texts. Contemporary and relevant media texts will be used to explore the following issues:

- Gender (for example the different ways in which men and women are represented by the media)
- Ethnicity (for example through a study of the positive and negative representations of people from different ethnic backgrounds in news coverage and film texts)
- Age (for example the representations of teenagers/youth and older people)
- Issues (for example issues raised by magazines articles such as size zero)
- Events (for example the news coverage of events)
- Local, regional and national representations (definitions and comparisons)

The course is mixed mode and entails both theory and practical production components.

What skills will the course help you develop?

Studying Media Studies will help you develop your empathy and ability to look at the world from different perspectives. It will also help you develop your own opinions and to formulate convincing and well-reasoned arguments. As well as this, you will learn to critically assess different viewpoints, analyse historical and contemporary texts and interrogate media texts and institutions. With an emphasis on discussion and written communication, Media Studies will help you develop a range of important skills for the future. The course will certainly enhance your critical autonomy as a student and responsible citizen.

How is the course assessed?

Two distinct examination components at A-Level – 70%

Opportunity to engage in practical production work – 30%

What are the entry requirements?

Students wishing to study Media Studies should have 5 GCSEs A*-C. No prior knowledge is required for this course but it is recommended to have grade C or better in GCSE English. A knack for current affairs and digital media is an added asset.

What do students who study this course go on to do?

Students who study this course have gone on to study a wide range of subjects at university, from sciences to arts subjects. This subject is widely applicable to many different areas, such as law, creative and performing arts and the study of digital video production. Graduates from Media courses do extremely well in the career market as they go into areas such as teaching, archiving, cultural management, social and community work, information management, public relations or the civil service.

Who is the staff contact for Media Studies?

Mr Chatora is the Lead Teacher, working with Ms Kennett.