



A level

Media

### What will I learn?

Learners study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences. The following forms are studied in depth through applying all areas of the framework: newspapers, magazines, television, online, social and participatory media. Advertising and marketing, film, music video, radio and video games are studied in relation to selected areas of the framework. Aspects of this framework are studied in the following way across the three components:

- 1: Media Products, Industries and Audiences
- 2: Media Forms and Products in Depth
- 3: Cross-Media Production

### What could this course lead on to?

Degree courses in Media, other facilitated subjects including Sociology, Psychology, English Language and Linguistics as well as other essay rich subjects.

#### Entry Requirements:

GCSE grade 5 or higher in English Language and English Literature.

### Key content and assessment

Paper 1: Section A <b>Analysing Media Language and Representation</b>	Learners will analyse media language, considering how elements of media language incorporate viewpoints and ideologies, the significance of genre and how audiences may respond to media language.	Paper 1 One written exam – 2 hours 15 minutes 90 marks. 35% of A-Level. Assessment of students' ability to apply knowledge and understanding from specific media industries.
Paper 1: Section B <b>Understanding Media Industries and Audiences</b>	Learners will develop knowledge and understanding of key aspects of media industries, including the significance of ownership and funding, the role of regulation in global production and distribution, the impact of digitally convergent platforms and the effect of individual producers on media industries.	
Paper 2: Section A <b>Section A: Television in the Global Age</b>	Through an in-depth study of two contrasting programmes produced in different social and cultural contexts, learners will explore the dynamics that shape contemporary television production, distribution and circulation. There will be <b>one</b> two-part question or <b>one</b> extended response question.	Paper 2 One written exam – 2 hours 30 minutes. 90 marks. 35% of A-Level. In this component learners are required to study three media forms in depth, exploring all areas of the theoretical framework.
Paper 2: Section B <b>Magazines – Mainstream and Alternative Media</b>	Learners will study two magazines in depth, developing an understanding of the contextual factors that shape their production, distribution, circulation and consumption, as well as considering the historical, social, and cultural significance of the representations they offer. There will be <b>one</b> two-part question or <b>one</b> extended response question.	
Paper 2: Section C <b>Media in the Online Age</b>	Through an in-depth study of two contrasting online products, learners will look at the role played by blogs and websites in the media today, exploring the way in which these convergent media platforms increasingly overlap, as well as investigating the potential that they offer for self-representation. There will be <b>one</b> two-part question or <b>one</b> extended response question.	
Non-exam assessment: internally assessed and externally moderated by WJEC	This component synthesises knowledge and understanding of the media theoretical framework gained throughout their course by requiring learners to apply their knowledge and understanding of the media synoptically to practical production. Options include: <i>Television, Advertising and Marketing: Music, Advertising and Marketing: Film, Magazines, Website production</i>	<b>Cross-Media Production</b> 30% of qualification 60 marks

### Course Details

Awarding Body: WJEC Eduqas

Qualification Number: 603/1149/6

Website: <https://www.eduqas.co.uk> Staff Contact: Mrs E Stevenson