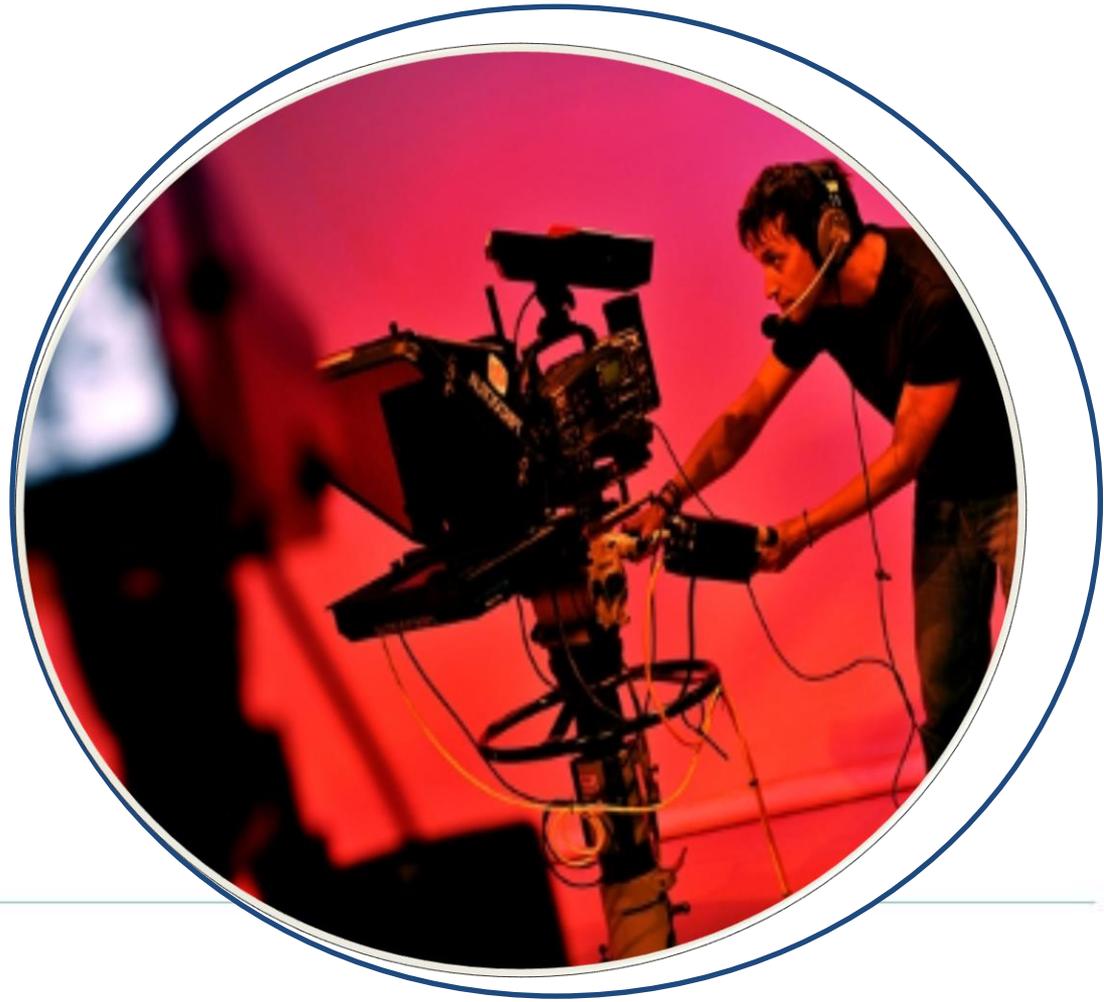




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Welcome

A Level Media Studies





What is Media Studies?

It's about the communication industry and focuses on three media platforms:

- **Broadcasting** – includes television, film marketing, documentaries and radio.
- **Print** – includes newspapers, magazines and print-based advertising.
- **E-media** – includes new and digital media technologies such as the internet, computers, social media, smart phones, tablets and the use of convergence.





Why Media?

- It's important to be a critical consumer.
- Develop analytical skills.
- Develop written skills.
- Learn how to use media technology.
- Learn about the wider world and its context.
- Approach topics from a different angle (e.g. learn about politics through the news (print and TV)).
- Supports other subjects and general knowledge.
- **Enjoyable!**





A Level overview

The exam board we use WJEC/Eduqas.

All elements of FILM have been removed from Media Studies qualifications.

This means that 2 exams will be sat at the end of the 2 year course, worth 70% of the overall grade; there is one non-exam assessed production that needs to be completed individually, worth 30% of the overall grade.





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Examination Results - A Level

Value Added Scores are very high

Many students attained their best grade in Media Studies; this is NOT a national trend.



- 19% A*-A Grade
- 52.4% A*-B Grade
- 100% A* - E Grade

Students also went on to study Media Studies related subjects at universities including Bournemouth, Hertfordshire and Nottingham Trent.





Component 1

Meanings and Representations in the Media

- Written examination of 2 hours 15 minutes; 35% of qualification
- The following need to be studied in depth for this paper:
 - Advertising
 - Newspapers
 - Music videos
 - Video games
 - Film marketing
 - Radio news/current affairs programmes.



- Media Language and Representation will be the focus of this exam paper; we will also look at Industry and Audience context too.





Component 2

Media Forms and Products in Depth

- Written examination of 2 hours 30 minutes; 35% of qualification
- The following industries need to be studied in depth for this paper:
 - Magazines
 - TV
 - Online media



- The examination assesses Media Language, Representation, Media Industries, Audiences and Media Contexts





Section A – Television in the Global Age

- Comparing The Returned, a foreign TV show with sci-fi drama, Humans, focusing on how and why genre changes for different audiences.

Section B – Magazines: Mainstream and Alternative Media

- Comparing an historical version of Vogue magazine with a current publication of The Big Issue, looking at the historical context of why and how production values change over time and for audiences.

Section C – Media in the Online Age

- Comparing a Youtuber/vlogger such as Zoella with Attitude online magazine and looking at the impact of technology on the media industry and audiences.





Cross-Media Production

- Non exam assessment; worth 30% of qualification.
- Pick from a range of briefs; have to work across two different platforms – ie. A sequence from a TV programme and an accompanying magazine front cover and double page spread.
- Must be completed **INDIVIDUALLY**.





Summary

- x1 paper of 2 hours 15 mins, worth 35%, focusing on Media Language and Representation that focuses on:
 - Advertising, music video, and newspapers
 - video games, film marketing, and radio news/current affairs programmes.
- x1 paper of 2 hours 30 mins, worth 35%, focusing on different contextual case studies from TV, Magazine and online platforms.
- x1 NEA (non-exam assessed/coursework) worth 30% that is to be completed individually; students must work across 2 platforms.





Requirements

- Minimum grade 6 for GCSE English or a grade 6 in GCSE Media Studies.
- Enthusiasm for writing.
- Lively interest in the media – including texts you would not normally consume!
- An analytical mind.
- Desire to develop ICT skills.
- An interest in current affairs and the media.
- **GCSE Media or Film Studies is not a requirement.**





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Contact details



esmyth@sjl.herts.sch.uk

All the information regarding the course
can be found on the exam board's
website at www.eduqas.co.uk

