Welcome

A Level Media Studies
What is Media Studies?

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

• **Broadcasting** – which includes television, film marketing, documentaries and radio

• **Print** – which includes newspapers, magazines, print-based advertising and comics

• **E-media** – which includes new and digital media technologies such as the internet, computers, social media, smart phones, tablets etc.
Why Media?

• It’s important to be a critical consumer.
• Develop analytical skills.
• Develop writing 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 documentaries and the news (print and TV)).
• Supports other subjects and general knowledge.
• **Enjoyable!**
Changes to A Level

We have changed exam board to WJEC/Eduqas.

All element 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 will be one coursework production that needs to be completed individually, worth 30% of the overall grade.
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.

- 20% A*-A Grade
- 65% A*-B Grade
- 100% A*-C Grade

Students also went on to study Media Studies related subjects at universities including Bournemouth and Westminster.
Component 1

**Meanings and Representations in the Media**

- **Written examination of 2 hours; 30% of qualification**

- **At least 3 examples of the following need to be studied in depth for this paper:**
  - music video and video games
  - advertising and film marketing
  - newspapers and 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.
Media Forms and Products in Depth

Changing Representations: Advertising and Film Marketing

The focus in this topic is on historical contexts and how representations of gender reflect the time in which they were made. The study of a historical film poster together with a contemporary print advertisement facilitates exploration of how representations of gender change over time and how particular images of men and women are used to sell ideologies and lifestyles, as well as goods. These forms have been seen as often using stereotypical images of gender to communicate their ideas to audiences quickly. Through their study, learners will consider to what extent this is the case. In their targeting of specific audiences, these forms also allow exploration of audience response and interpretation.
Component 2

Section A – Television in the Global Age
- Comparing a UK crime drama such as Sherlock with a foreign one such as The Bridge and discussing how and why the 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 and looking at the impact of technology on the media industry.
Component 3

Cross-Media Production

- Non exam assessment; worth 30% of qualification
- Pick from a range of briefs; have to work across two different platforms
- Must be completed INDIVIDUALLY.
Component 3 – an EG

1. Television - Complete Task 1 and one option for Task 2.

Task 1:
Audio-visual: A pre-title and title sequence for a new television programme in a factual or fictional genre of your choice. You should create a product for a mainstream broadcaster targeting a teenage audience with an interest in your genre/topic. Length: 3-4 minutes

AND

Task 2:
Print: A front cover and double page spread feature article for an original magazine (e.g. TV listings, lifestyle or weekend newspaper supplement) promoting the programme. Length: 3 pages

OR
Online: A functioning homepage and associated pages (e.g. director’s production diary blog or vlog, links to information about the issue or topic etc.) from the programme’s website. Length: 3 pages
Summary

- **x1 paper of 2 hours, worth 30%, focusing on Media Language and Representation that focuses on:**
  - music video and video games
  - advertising and film marketing
  - newspapers and radio news/current affairs programmes,

- **x1 paper of 3 hours, worth 40%, focusing on different contextual case studies from TV, magazine and online platforms**

- **x1 NEA (non-exam assessed – the old ‘coursework’) worth 30% that is to be completed individually; students must work across 2 platforms.**
Requirements

• Minimum grade 6 for GCSE English or a B grade in GCSE Media Studies.
• Enthusiasm for writing.
• Lively interest in the media – including black and white films and texts you would not normally watch!
• An analytical mind.
• Desire to develop ICT skills.
• An interest in current affairs and the media.
• GCSE Media is not a requirement.
Contact details

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