



# A Level MEDIA

Specification: Eduquas

## What will I study?

The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society.

The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase.

You will study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences.

The following media forms are studied: newspapers, magazines, television, online and social media, advertising and marketing, film, music video, radio and video games.

## How will I be assessed?

### 35% Exam - Media Products, Industries and Audiences

The examination assesses media language, media industries, audiences and media contexts.

#### Section A: Analysing Media Language and Representation.

This section assesses media language and representation in relation to two of the following media forms: advertising, marketing, music video or newspapers.

#### Section B: Understanding Media Industries and Audiences.

This section assesses two of the following media forms - advertising, marketing, film, newspapers, radio, video games - and media contexts.

### 35% Exam - Media Forms and Products in Depth

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:

**Section A** - Television in the Global Age. There will be one two-part question or one extended response question.

**Section B** - Magazines: Mainstream and Alternative Media. There will be one two-part question or one extended response question.

**Section C** - Media in the Online Age. There will be one two-part question or one extended response question.

### 30% Coursework - Cross-Media Production

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.

## How 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.

## What skills will I need?

- A good level of reading and writing
- Some computer skills

## Careers & Progression

Lots of opportunities for a future in media: university courses, apprenticeships and a wide range of careers ranging from audience research to computer gaming to more traditional roles in news reporting and production.