

# MEDIA STUDIES

KS5 (WJEC Eduqas GCE A Level)

## Curriculum Purpose

Eduqas Media Studies is taught by two subject specialist teachers and aims to develop students' ability to 'read' any media text with a critical eye, specifically considering what the producer intended and how different audiences might interpret those encoded messages. Whilst study of GCSE Media Studies is a clear advantage, there is no requirement for students selecting A Level Media Studies to have any prior knowledge or experience and therefore this is taken into account in the long-term planning. As students progress through each course, they will apply knowledge and skills to interpret, analyse and evaluate many different and challenging cultural, social, political and historical issues, including: the changing representations of gender and stereotyping, social injustice, war and differing political ideologies. A Level Media Studies enables students to grow in confidence at discussing these challenging - often divisive - issues, sharing opinions, promoting critical thinking and independent learning and communicating with each other. It also offers students many opportunities to explore ideas around Christian ethos, as well as British values. In addition to this, students will be able to consolidate all of their skills and knowledge to complete a creative production piece as part of their non-examined assessment. Students are also encouraged to participate in a variety of extra-curricular opportunities, including our in-house production company, 3V Productions, in order to gain valuable skills and experience of working in a professional media environment and working to a real client brief. Our KS5 students will gain a wealth of confidence and many transferable skills that will support not only their next steps in education and employment, but their experiences in other subject areas across the Christ the King College curriculum.

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## Course Content and Skill Development

<p><b>Component 1: Media Products, Industries and Audiences</b> Written examination: 2 hours 15 minutes 35% of qualification</p> <p>The examination assesses media language, representation, media industries, audiences and media contexts. It consists of two sections:</p> <p><b>Section A: Analysing Media Language and Representation</b> This section assesses media language and representation in relation to <b>two</b> of the following media forms: advertising, marketing, music video or newspapers. There are <b>two</b> questions in this section:</p> <ul style="list-style-type: none"> <li>• <b>one</b> question assessing media language in relation to an unseen audio-visual or print resource</li> <li>• <b>one</b> extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts.</li> </ul> <p><b>Section B: Understanding Media Industries and Audiences</b> This section assesses <b>two</b> of the following media forms – advertising, marketing, film, newspapers, radio, video games - and media contexts. It includes:</p> <ul style="list-style-type: none"> <li>• <b>one</b> stepped question on media industries</li> <li>• <b>one</b> stepped question on audiences.</li> </ul>
<p><b>Component 2: Media Forms and Products in Depth</b> Written examination: 2 hours 30 minutes 35% of qualification</p> <p>The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:</p> <p><b>Section A – Television in the Global Age</b> There will be <b>one</b> two-part question or <b>one</b> extended response question.</p> <p><b>Section B – Magazines: Mainstream and Alternative Media</b> There will be <b>one</b> two-part question or <b>one</b> extended response question.</p> <p><b>Section C – Media in the Online Age</b> There will be <b>one</b> two-part question or <b>one</b> extended response question.</p>
<p><b>Component 3: Cross-Media Production</b> Non exam assessment 30% of qualification</p> <p>An <b>individual</b> cross-media production based on <b>two forms</b> in response to a <b>choice of briefs set by WJEC</b>, applying knowledge and understanding of the theoretical framework and digital convergence.</p>



### Specification Link

<https://www.eduqas.co.uk/media/d3fbs2s3/eduqas-a-level-media-studies-spec-from-2017-e-27-05-2021.pdf>

### When and how assessment of learning will happen

Formal assessment takes place regularly, at the end of each topic/unit of work. All assessments are taken from previous exam papers and marked according to the mark scheme, ensuring students have as many opportunities to practise their exam-writing skills. In addition to this, mock exams are scheduled throughout the two year course in accordance with the whole-college policy. Written feedback and targets are generated from all formal assessments.

### The final exams/ assessment:

The course is split into three components. Components 1 and 2 are assessed via external examination at the end of the course (both exams are worth 35% of the overall grade each), with Component 3 making up the non-examined assessment (coursework) unit. This is worth 30% of the overall grade and is completed through a mix of classroom-based work and independent learning tasks (see below).

### Home Learning Expectations

Independent study tasks will be set via Google Classroom as appropriate. Tasks will focus on research (specifically linked to current topics) or revision for end-of-topic assessments and/or mock exams. At times, students may be required to complete some aspects of their non-examined assessment (coursework) projects outside of college. Again, this will be communicated via Google Classroom with clear deadlines.

### Useful Information

Additional resources and wider reading is signposted via Google Classroom as appropriate. In addition to this, the following websites are recommended:

<https://www.amazon.co.uk/Eduqas-Media-Studies-Level-Revision/dp/191120887X>

<https://www.amazon.co.uk/WJEC-Eduqas-Media-Studies-level/dp/1912820188>

<https://www.youtube.com/@mrsfisher8961>

<https://www.youtube.com/c/TheMediaInsider>

<https://www.youtube.com/@coombemediafilmstudies6458>