

Aims of the course

Students will be taught a variety of different aspects from the Media. Our aims are to provide students with the analytical tools and framework for reading between the lines of the media and to also supply students with the creative skills to produce Media texts of their own. Students will be able to demonstrate skills of enquiry, critical thinking, decision making and analysis and demonstrate a critical approach to media issues. They will also demonstrate appreciation and critical understanding of the media and their role both historically and currently in society, culture, politics and the economy and develop an understanding of the dynamic and changing relationships between media forms, products, media industries and audiences. You will also appreciate how theoretical understanding supports practice and practice supports theoretical understanding. Students will also undertake practical work and demonstrate sophisticated practical skills by providing opportunities for creative media production list of aims.

What are lessons like?

Interactive, varied, kinetic, group work, individual study, visual, practical, discussion. Focused in-depth analysis of a variety of media texts.

Course Content

A-level Media Studies engages students in the in depth study of media products in relation to the four areas of the theoretical framework:

- media language
- media representation
- media industries
- media audiences.

Students are required to study media products from all of the following media forms:

- audio-visual forms (TV, film, radio, advertising, video games and music video)
- online forms (social and participatory media, video games, music video, newspapers, magazines, advertising and marketing)
- print forms (newspapers, magazines, advertising and marketing).
- Forms that appear in two or more categories may be studied in just one of the categories (audio- visual, online, print). However, students must undertake at least one cross-media study and must study at least one example of a media product from each form.
- In addition to the broad coverage of all nine media forms, students must engage in the in depth study of at least one audio-visual, one print and one online media form. Each in depth study will link the specified media form to all four areas of the theoretical framework.

Six products for close study will be identified by the exam board of the first year of study. These CSPs will provide examples for the three media forms for which in depth study is required.

- at least one media product produced for a non-English speaking audience
- at least one media product produced outside the commercial mainstream
- at least one media product targeting, or produced by, a minority group.



Media

A level

How you will be assessed

Component 1: Media Products, Industries and Audiences Written examination: 2 hours 15 minutes 35% of qualification

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

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. There are two questions in this section:

- one question assessing media language in relation to an unseen audio-visual or print resource
- one extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts.

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.

It includes:

- one stepped question on media industries
- one stepped question on audiences.

Component 2: Media Forms and Products in Depth Written examination: 2 hours 30 minutes

35% of qualification

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.

Component 3 - Non-exam assessment: Creating a media product - 30%

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

Why study Media at St Mary's College Sixth Form?

The department has achieved excellent results over the last six years and in terms of results is one of the best in the country.

Vibrant active group work, allows for strong interactive approaches to the subject.

Hands on experience with modern editing and film making resources.

Taught by teachers with specialist knowledge of the subject.

Course leader: Ms. C. Vitoria