



# Media Studies

## Why you should follow this course

Media A Level is for students who are interested in finding out how and why media texts are created. We study the whole range of media texts, including films, TV, adverts, magazines, music videos, newspapers, radio and video games. If you want to compare *Vogue* with *The Big Issue*, or *Humans* with *The Returned* or look at how the tabloid press covered Donald Trump or maybe even how Beyoncé represents ethnicity in the video for *Formation*, then Media A-Level is the right course for you.

The skills we teach in Media – analytical writing, critical thinking, collaborative working, practical media production, planning and organisational skills – are also vital in the modern workplace.

## What teaching and learning methods will be used?

The examined element of the course is taught through the study of a variety of media texts. There will be a mix of formal teaching, class discussion, independent research and analysis and essay writing.

The coursework element is taught through practical workshops in the first instance. Students then work independently and in groups to design and produce video texts with some supporting still image work.

## How will the course be assessed?

### Examination (70%)

Paper 1 has a mix of very short and full essay questions with most of the questions requiring medium sized answers. Paper 2 focuses more on full essay questions. Paper 1 will have an unseen text; both papers require the study of set texts as well as other relevant comparative material.

### Practical production coursework (30%)

Most of the marks are for the practical work itself, with a small number of marks for a statement of aims and intentions, which will also be used to help understand what you are trying to do with your product.

## What can you do when you have your qualification?

Media Studies prepares students for progression into work or Higher Education in a range of media-related areas. In addition, media knowledge is an increasingly important aspect of work in most institutions in an information society. The qualification also prepares students for the world of work in terms of meeting deadlines and working as part of a creative team. Many students successfully progress from A level to follow degree courses in Design, Advertising, Film production, Marketing, Business and Journalism.

Examination Board: Eduqas (part of WJEC)

Qualification: A Level

## A LEVEL COURSE CONTENT AND ASSESSMENT

### Paper 1: Media Products, Industries and Audiences

Written paper, 2 hours, 35% of marks

- Section A – writing about media language in an unseen text and representation in set texts
- Section B – writing about media industries and audiences in set texts and more generally

### Paper 2: Media Forms and Products in Depth

Written paper, 2½ hours, 35% of marks

- Section A – comparing set TV texts
- Section B – comparing set magazine texts
- Section C – comparing set online texts

### Coursework

Practical production, 30% of marks

- Make part of a TV programme together with related print products

For further information or advice please contact Mrs Gregory or Mr Booth in the Media Dept: [sbooth@williamhoward.cumbria.sch.uk](mailto:sbooth@williamhoward.cumbria.sch.uk)

