

# MEDIA STUDIES



EXAM BOARD: WJEC    COURSE DURATION: 2 YEARS

Media Studies is an exciting and challenging subject which encourages students to critically engage with a broad range of historical and contemporary media products. Students who are best suited to the Media Studies A-level will not just be avid TV, magazine and news consumers, but will also want to analyse those products in detail.

The principal emphasis in the course is on developing analytical skills, but there is also a creative coursework project worth 30% which offers students the opportunity to build practical skills in journalism, magazine design and digital/web-based media construction.

## INDIVIDUAL COMPONENTS INCLUDE:

Component 1: Media Products, Industries and Audiences (exam 35%)

Students study media products within the following: music video and video games, advertising, newspapers and radio news/current affairs programmes. Students will analyse how representations are constructed, as well as how representations are influenced by historical and industry contexts.

Component 2: Media Forms and Products In Depth (exam 35%):

Learners study three media products in depth, exploring their use of media language, the representations they create, the industries who create the products and the uses audiences make of those texts.

Component 3: Cross-Media Production (non-exam assessment 30%)

Students create an individual cross-media production in two different forms.

## TEACHING & LEARNING METHODS

The course is taught by specialist media teachers and practitioners. A great deal of learning time will be spent analysing media products both individually and within groups, whilst independent planning, research and production skills will be engaged during coursework production.

## SUBJECT COMBINATIONS

The course is taught by specialist media teachers and practitioners. A great deal of learning time will be spent analysing media products both individually and within groups, whilst independent planning, research and production skills will be engaged during coursework production.

## CAREERS/HE INFORMATION

Media Studies can be used to gain access to a huge variety of humanities-based university courses or more specifically to study theoretical or practical media at degree level.