

WELCOME TO MEDIA STUDIES A LEVEL

Course Outline and Summer Work

EDUQAS MEDIA STUDIES A LEVEL - SPECIFICATION

- ◉ We study the EDUQAS Media Studies qualification
- ◉ [Link to Website](#)

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: Cross-Media Production Non exam assessment 30% of qualification

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.

THE COURSE: COMPONENT 1

- ◉ Media Products, Industries and Audiences
- ◉ Written exam: 2 hours 15 minutes (35%)
- ◉ Breadth of forms; range of set products studied in relation to key areas of the theoretical framework.
- ◉ Set products are set by the board and include a range of media products from different forms: Advertising and film marketing, film industry, radio, newspapers, music video, gaming
- ◉ Exam includes analysis of unseen resources.

THE COURSE: COMPONENT 2

- ◉ Media Forms and Products in Depth
- ◉ Written exam: 2 hours 30 minutes (35%)
- ◉ Three forms studied in depth in relation to all areas of the theoretical framework.
- ◉ Exam based on set products.

- ◉ We study TV, Online Media and Magazines

THE COURSE: COMPONENT 3

- ◉ Cross-Media Production
- ◉ Non-exam assessment (30%)
- ◉ Individual cross-media production in two forms.
- ◉ A range of briefs in four media forms will be set annually.

Set products are looked at from the perspective of the media framework

THEORETICAL FRAMEWORK

- ◉ **Media Language:** how the media use forms, codes, conventions to communicate meanings
- ◉ **Representation:** how the media portray events, issues, individuals and social groups
- ◉ **Media Industries:** how the media industries' processes of production, distribution and circulation affect media forms and platforms
- ◉ **Audiences:** how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

SET THEORIES

- ◉ There are a number of set theories we will learn about and apply to the set products

SUMMER PROJECT



SUMMER WORK TASKS OVERVIEW:

Before you return to school in September we would like you to complete a project. This will introduce you to some of the types of things we do in Media A Level.

Please choose and complete ONE of the four different options which are focused on a different type of media text.

You will have to do:

- Theory research on a named theory
- Analysis of the named media text type of your choice
- A practical creative task based around the media text

Here are the four options:

SUMMER WORK TASK - OPTION 1:

Magazines

- Research *Stuart Hall's Theory of Representation* and create your own resource to help you understand and remember the key points.
<https://www.youtube.com/watch?v=HxK5CXfKSCl&t=101s> use this video to help you!
- Think about how the ideas of this theory could be applied to a magazine of your choice. (Needs to be a page of A4)
- Create your own magazine front cover using any software that you feel comfortable with (word, photoshop, publisher etc)

SUMMER WORK TASK - OPTION 2:

Option Two: Podcasts

- Research *Stuart Hall's Reception Theory* and create your own resource to help you understand and remember the key points.
<https://www.youtube.com/watch?v=U7RO60SkDbw> Use this video to help you!
- Think about how the ideas of this theory could be applied to a podcast of your choice.(needs to be a page of A4)
- Create your own podcast using any software that you feel comfortable with, usually a phone or laptop will have a microphone that you can record with. (Needs to be at least 3 minutes)

SUMMER WORK TASK - OPTION 3:

Websites

- Research *Roland Barthes' theory of semiotics* and create your own resource to help you understand and remember the key points.
<https://www.youtube.com/watch?v=bow0Y9QUlBU&t=3s> Use this video to help you!
- Think about how the ideas of this theory could be applied to a website of your choice.(needs to be a page of A4)
- Create your own website promoting a cause of your choice. You could use www.wix.com to create your website! Use whichever templates you'd like.

SUMMER WORK TASKS:

You have the choice of four different options:

Option Four: Music Video

- Research *Steve Neale's Genre Theory* and create your own resource to help you understand and remember the key points.

<https://www.youtube.com/watch?v=hNaDStRuPd>

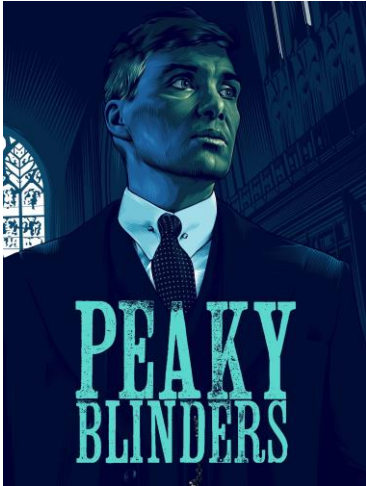
! Use this video to help you!

- Think about how the ideas of this theory could be applied to a music video of your choice from any genre.(needs to be a page of A4)
- Create your own music video in any genre that you like. It can be filmed and edited using your phone.

SUMMER WORK TASKS:

- ◉ We want to emphasise that with the practical tasks at the end of the options the main focus is to have a bit of fun with the software and with your own ideas. We are in no way expecting professional standard of work
- ◉ Drop me an email if there is anything you don't understand
- ◉ Jenny.mullowney@swracademy.org

OTHER THINGS YOU MIGHT DO TO PREPARE



Watch these



Listen to this

<https://www.bbc.co.uk/programmes/b007qlvb>

The screenshot shows the BBC Radio 4 'WOMAN'S HOUR' website. The top navigation bar includes the BBC logo, 'Your account', and links for Home, News, Sport, Weather, iPlayer, Sounds, and Bitesize. A search bar is on the right. Below the navigation bar, the 'WOMAN'S HOUR' title is prominently displayed. A secondary navigation bar offers links to Home, Episodes, Podcasts, Video, Clips, Read, Presenters, Contact Us, and Archive. The main content area features a large, colorful graphic on the left with a woman's portrait and various icons. To the right, there are two columns: 'Available now' and 'Coming Up'. The 'Available now' section shows a play button, a duration of 56:59, and a list of topics including Kate Bush, Lynn Fitch, Cost of living, and Electroconvulsive... The 'Coming Up' section lists 'Decisions about embryos, Female wildlife rangers, Amanda...' for tomorrow at 10:00 on BBC Radio 4. At the bottom, it indicates 'All available episodes (3993 total)' and 'Upcoming episodes (14 new)'.

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BBC RADIO 4 WOMAN'S HOUR

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Women's voices and women's lives - topical conversations to inform, challenge and inspire.

Available now

56:59

Kate Bush, Lynn Fitch, Cost of living, Electroconvulsive...

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Coming Up

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Upcoming episodes (14 new)