

SUBJECT: Media Studies – A Level

YEAR: 12 & 13

HEAD OF DEPARTMENT: Mr Wallis

GROUPING POLICY: Students are in mixed ability classes

EXAM BOARD: EDUQAS

Curriculum Intent

Media Studies offers learners the opportunity to develop a thorough and in depth understanding of key issues, using a comprehensive theoretical framework and a variety of advanced theoretical approaches and theories to support critical exploration and reflection, analysis and debate. The study of a wide range of rich and stimulating media products is central to the specification, offering opportunities for detailed analysis of how the media communicate meanings in a variety of forms. Learners will work from the product outwards to debate key critical questions related to the social, cultural, political and economic role of the media. Through studying media products holistically in relation to all areas of the theoretical framework, learners will engage with the dynamic relationships between media products, media industries and audiences. Learners will also consider established media forms alongside more contemporary forms, developing an awareness of emerging and evolving media.

Curriculum Implementation

The A Level Media course has 3 elements:

- **Component 1 (35% Exam):** In this component, students will develop their knowledge and understanding of media language and representation – as an essential basis for analysing media products from a variety of forms. In addition, students will study products from specific media industries and for specific audiences to develop their knowledge and understanding of those areas. Students will also explore how media products relate to their social, cultural, historical, political and economic contexts. In this component, they will also develop their ability to use relevant subject-specific terminology and theories.
- **Component 2 (25% Exam):** For this component, students are required to study three media forms in depth, exploring all areas of the theoretical framework – media language, representation, media industries and audiences – in relation to audit-visual, print and online products set by WJEC. The forms to be studied in depth are: television, magazines, blogs and websites.
- **Component 3 (30% Practical Task):** The exam board will set a brief in March of Year 12. Students will work independently to produce a range of media products in response to this.

What will homework look like?

Homework will frequently take the form of research tasks that help support the work that students do in school.

Because of the nature of video production, students will be encouraged to produce work outside of school.

What enrichment opportunities are available?

- Students will be encouraged to enter local and national competitions;
- A range of video and still camera equipment is available for students to borrow to continue their work at home;
- Student will also be encouraged to support the school's TV station and take an active role in its development.

ASSESSMENT

How will my child's work be assessed?

30% of the course will be assessed via a video production coursework unit: this is assessed by subject teachers and moderated by the exam board.

70% of the course is assessed via two exams sat in the summer term of Year 13.

ADDITIONAL INFORMATION

How can I support my child in this subject?

Although equipment is provided on the course, it is also helpful if students can have the opportunity to practise at home. Most cameras, phones and tablet computers have the ability to take photos and record video. Most computers and tablets have the ability to allow students to explore basic editing skills.

Understanding how media products such as TV programmes and films are created is an important aspect of the course. Having a discussion with your son/daughter after watching an interesting programme or film could help them think about how that product was created. Discussing aspects such as camerawork, editing, sound, lighting, special effects or acting can really help engage students and encourage them to be less passive when watching the media.

Like most creative subjects, practice is important. Encourage your son/daughter to produce their own video productions at home. Encourage them to think carefully about the camera work, use of sound/music and transitions. This will help them to think more carefully about what works well when making video productions.

How can I support my child with exams?

There is significant support for students on the school's Google Classroom to prepare for exams. Encouraging them to use these resources can make a difference.

EDUQAS have produced a Media Studies textbook that covers many aspects of the course. This book can be purchased from most bookshops.