



# PARK HIGH SCHOOL

## Media Studies

Exam Board: WJEC Eduqas

Course Specification: [603/1149/6](#)

Qualification obtained: WJEC Eduqas GCE A Level in Media Studies

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### Subject Overview:

A Level Media Studies will give you an excellent understanding of how the creative industries (the fastest growing part of the UK economy) operate. This includes questions of ownership, means of production and distribution, regulation as well as targeting and reaching national and global audiences. You will develop a deep understanding of how media texts are encoded with meanings and messages by their producers, and how audiences receive and respond to these messages according to their situated contexts. The study of theoretical perspectives will focus your analysis on ways in which social groups, issues and events are portrayed, and the ideological effects of these representations. You will learn about both the disruptive and innovate impact of digital technologies on a range of media industries. At the same time, you will learn some practical skills in photography, video production and editing, culminating in an audio-visual cross-media production.

Assessment percentage Exam: 70%

Assessment percentage Coursework: 30%

### Progression Routes:

Studying media studies at university can give you a whole host of exciting career options, including Advertising, Journalism, Marketing, Designer, cinematographer, editor etc in the TV, film, radio or digital sector, Academia

However, because part of the content is humanities-based, studying this subject can also open a range of pathways including law, forensic, social work, teaching, the arts etc.

The skills and cultural capital, including around current affairs, you acquire will help you no matter what degree course you choose.

### GCSE Subject Exam results minimum requirements:

- A GCSE in *Media* is not required to have been taken before but if one has been taken then a Grade 5 or above **MUST** have been achieved.
- At least 6 more GCSE subjects with Grade 4s. These **MUST** include *English Language* and *Mathematics*.

### Complementary learning:

- Psychology
- English
- Economics
- Politics
- History
- Sociology

### Student Quote:

*"Studying Media has forced me to look again at the ways we are constantly bombarded with messages without realising it. It helps me understand how and why some ideologies become common sense and how we need to question and challenge them. I now realise that the creative industries have a powerful influence on society."*

## Year 12

### Topics covered:

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

- Advertising and Marketing
- Newspaper industry
- Music Videos
- Film Industry

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

- Magazine Industry
- TV industry – drama

#### Component 3: Cross-Media Production

- NEA – Responding to a practical brief (Print or Audio – visual)

## Year 13

### Topics covered:

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

- Film Industry
- Radio
- Video Games

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

- Magazine Industry
- Online Magazines and vlogs

#### Component 3: Cross-Media Production

- Print and audio-visual portfolio

## Assessment

Is 70% Exam and 30% Coursework.

Unit Code	Unit Title	Assessment Details	Weighting
Component 1	Media Products, Industries and Audiences	Written Examination: 2hr 15min	35%
Component 2	Media Forms and Products in Depth	Written Examination: 2hr 30min	35%
Component 3	Cross-Media Production	Non-exam assessment: Print and audio-visual portfolio	30%

## Additional information

### Course specific equipment:

- A4 Lever Arch Folder
- Paper

### Essential Reading Material:

WJEC/EDUQAS MEDIA STUDIES FOR AL YR 1 & AS: STUDENT BOOK  
WJEC/EDUQAS MEDIA STUDIES FOR AL YR 2 & A2: STUDENT BOOK

ISBN: 978-1-911208-10-5  
ISBN: 978-1-911208-11-2

### Recommended resources:

<http://bbcfx.acropolis.org.uk/>

<https://www.thestudentroom.co.uk/a-level/subjects/media-studies/>

### Enrichment:

Trips to relevant exhibitions, places of work and to see lectures.