



Media Studies

A Level

Why study Media?

- offers learners the opportunity to develop a thorough and in depth understanding of these key issues, using key concepts and a variety of critical perspectives 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.

What will we study in media?

- understand the relevance and impact of the media and its role in their daily lives
- demonstrate knowledge and understanding of the global nature of the media
- develop skills of enquiry, critical understanding and analysis of the media through engagement with media products and concepts and through the creative application of practical skills
- explore and understand relevant contexts of media
- develop an understanding of the dynamic and changing relationships between media forms, products, media industries and audiences
- develop their independence when researching and creating practical work
- and forming their own views and interpretations
- analyse and apply critical perspectives to media products
- evaluate their own practical work.

Career opportunities

- Journalism
- Teaching
- Media creation
- Media
- Art and design
- Photography

Qualifications needed to take Media

- GCSE English Grade C or above
- GCSE Media (though NOT essential) grade C or above

Summary of assessment

- 4 units in total over 2 years
- 2 units at AS
- 2 Units at A2

Media AS Unit 1

- Written examination: 2 hours 15 minutes
- 24% of qualification 90 marks
- This unit assesses knowledge and understanding of media language, representation, media industries and audiences.
- The exam consists of three sections.
- Section A: Selling Images - Section B: News in the Online Age
- Section C: Film Industries – from Wales to Hollywood

Media AS Unit 2

- Creating a Media Production
- Non-exam assessment 16% of qualification
80 marks
- A media production, including individual research and planning, created in response to a choice of briefs set by WJEC

Media A2 Unit 3

- Media in the Global Age
- Written examination: 2 hours 30 minutes
- 36% of qualification 90 marks
- This unit assesses knowledge and understanding of media language, representation, media industries and audiences.
- The exam consists of three sections.
- Section A: Television in the Global Age
- Section B: Magazines – Mainstream and Alternative Media
- Section C: Media in the Digital Age – Video Games

Media A2 Unit 4

- Creating a Cross-Media Production. Non-exam assessment
- 24% of qualification 80 marks
- A cross-media production, including individual investigative research and development, created in response to a choice of briefs set by WJEC.