

# Media Studies A Level



## Features of the Course:

- demonstrate skills of enquiry, critical thinking, decision-making and analysis.
- demonstrate a critical approach to media issues.
- demonstrate appreciation and critical understanding of the media and their role both historically and currently in society, culture, politics and the economy.
- develop an understanding of the dynamic and changing relationships between media forms, products, industries and audiences.
- demonstrate knowledge and understanding of the global nature of the media.
- apply theoretical knowledge and specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed.
- make informed arguments, reach substantiated judgements and draw conclusions about media issues.
- engage in critical debate about academic theories used in media studies.
- demonstrate sophisticated practical skills by providing opportunities for creative media production.

## Summary of Assessment:

### 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:** one two-part question **or** one extended response question.

**Section B – Magazines: Mainstream and Alternative Media:** one two-part question **or** one extended response question

**Section C – Media in the Online Age:** one two-part question **or** one extended response question.

### Component 3: Cross-Media Production

Non exam assessment - 30% of qualification

