

A LEVEL MEDIA STUDIES

OVERVIEW

The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase.

The WJEC Eduqas specification offers learners the opportunity to develop a thorough and in depth understanding of these 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.

ENTRY REQUIREMENTS

GCSE Grade 4 in English Language and GCSE Grade 4 in English Literature

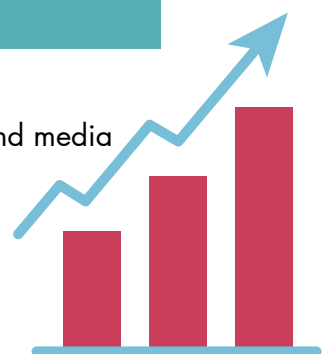
ASSESSMENT

70% exam / 30% Coursework

COURSE UNITS

Component 1 Media Products, Industries and Audiences

The examination assesses media language, representation, media industries, audiences and media contexts in a range of different media products and is worth 35% of the qualification.



Component 2 Media Forms and Products in Depth

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections: Section A – Television in the Global Age Section B – Magazines: Mainstream and Alternative Media and Section C – Media in the Online Age and is worth 35% of the qualification.

Component 3 Cross-Media Production

A non exam assessment consisting of 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. This is worth 30% of the qualification.

FUTURE OPPORTUNITIES

This course will develop skills of enquiry, critical thinking and analysis. This will allow you to become a confident and effective communicator and opens up a range of different potential career paths. Previous students have gone on to study English, Journalism, Fashion, Sociology and Marketing. Others have pursued a wide range of careers including magazine and newspaper journalism, television and film production and marketing.

FURTHER INFORMATION

This course will be of interest to anyone who enjoys analysing and questioning everything they see, read or hear. Excellent analytical skills, an inquisitive mindset and a creative flair are also essential attributes. The course will provide learners with the opportunity to produce media products in a number of different formats and so they will be required to use DTP software during the production of their practical portfolios.

For further information, contact us:

-  01924 483666
-  enquiries@mirfieldcollege.co.uk
-  Mirfield College
Kitson Hill Road
Mirfield, WF14 9EZ