

A Level Media Studies



Course Overview

Media Studies is a creative, practical and theoretical course, in which you will explore a wide range of media texts, audiences and media institutions. The course aims to enhance your enjoyment and appreciation of the media and its role in your everyday life. It also aims to develop your critical understanding of the media through engagement with a wide range of broadcast, print and E-Media texts. You will also have the opportunity to create your own production pieces as part of your coursework. This course offers great opportunity for educational visits such as the Bradford Media Museum and Media City.

During the A Level Media Studies course, you will learn through: Class discussions, group work, practical sessions, lecture style sessions and educational trips.

What You Will Study

The WJEC/Eduqas specification 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.

Both component 1 and 2 assess media language, representation, media industries, audiences and media contexts.

Component 1 - Media products, Industries and Audiences

- 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.
- 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.

Component 2 - Media Forms and Products in Depth

- Section A: Television in the Global Age
- Section B: Magazines: Mainstream and Alternative Media
- Section C: Media in the Online Age

Component 3 - Cross Media Production (Coursework)

- An individual cross-media production based on two forms (Magazine, Advertising, Television, Music Video, Radio) in response to a choice of briefs set by Eduqas, applying knowledge and understanding of the theoretical framework and digital convergence.

START DATE

September

LEVEL

Level 3

STUDY MODE

Full-time

DURATION

2 years

AWARDING BODY

WJEC

LOCATION

Wakefield College



For further information about this course, including Entry Requirements, Assessments and Further Study, scan the QR code.

Need More Information?

For additional course information please contact the Course Information Team on **01924 789111** or email courseinfo@heartofyorkshire.ac.uk.

To learn more about Wakefield College, our facilities and how we can support you please visit our website www.heartofyorkshire.ac.uk.

Quick Links



How to
Apply



Student
Support



Virtual
Tours

How You Will Be Assessed

Component 1: Media Products, Industries and Audiences

Written examination: 2 hours 15 minutes

35% of qualification

Component 2: Media Forms and Products in Depth

Written examination: 2 hours 30 minutes

35% of qualification

Component 3: Cross-Media Production

Non-exam assessment

30% of qualification

Entry Requirements

5 GCSEs at Grade 9-4, including English Language and Maths.

Further Study

The A Level in combination with other subjects contributes as a qualification to gain entry to higher education courses in media studies, journalism, cultural studies, film studies, communication studies, media production, television studies, literature etc.