



**I. Examination board  
and course title:  
AS / A level Media  
Studies  
WJEC**

**GDA**



## 2. Course 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. This specification 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 essential to the specification.

The specification allows the learners to:

- Understand the relevance and impact of the media and its role in their daily lives
- Demonstrate knowledge and understanding of the global nature of 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 the media
- Develop an understanding of the dynamic and changing relationships between media forms, products, media industries and audiences
- Develop their understanding of independence when researching and creating practical work and forming their own views and interpretations
- Analyse and apply critical perspectives to the media products
- Evaluate their own practical work.

## **Subject Content**

The Media Studies specification is designed to provide a coherent, integrated and in-depth approach to studying the media, enabling learners to develop and apply their understanding of the media through both analysing and producing media products in relation to a detailed and comprehensive underpinning conceptual framework and a wide range of critical perspectives.

Collectively, the products studied:

- Possess social, cultural and historical significance
- Encompass different historical periods and intended audiences
- Reflect contemporary and emerging developments in the media
- Provide rich opportunities for interpretation, analysis and the development of a detailed understanding of how the media communicates ideas.

The framework consists of four inter-related areas:

- Media language – how media language, codes, conventions and techniques create meanings
- Representation – how the media represent events, issues, places and cultural/social groups
- Media industries - processes of production, distribution and circulation
- Audiences – how different audiences/ users respond to and react with media products and processes.

### **3. Assessment outline**

#### **Investigating the media**

The areas studied are:

- Selling images – advertising and marketing. Students will study at least two advertising campaigns.
- News in the online age – Students will study the representation of at least one online newspaper, one social media site and one website.
- Film industries – from Wales to Hollywood. Students will study two films in detail; one produced in the UK and one from Hollywood. Films could include *The Babadook*, *(500) Days of Summer* or *Saving Private Ryan*.

#### **Creating a media production**

Students will study a range of movies and then create a DVD cover and a film poster for a movie of their choice. Students will be required to research their chosen genre, exploring the codes and conventions and the representations found within their chosen text. Students will then need to go through a pre-production and production process before evaluating each stage of the process at the end.

### **4. Entry requirements**

- At least a Grade 4 at GCSE English/English Literature.

### **5. Career pathways.**

- Advertising
- Journalism
- promotional work
- online media work.