

## **A Level Media:**

WJEC Eduqas GCE A Level in MEDIA STUDIES  
Qualification Accreditation Number: 603/1149/6

### **Subject content**

#### **Media Forms and Products**

Learners study a range of media forms – advertising and marketing, film, magazines, music video, newspapers, online media, radio, television and video games through age appropriate products set by WJEC. Learners will also study additional age appropriate products chosen by the teacher.

Collectively, the products studied:

- possess social, cultural and historical significance
  - illustrate a range of products in terms of genre/style, form and audience
  - represent different historical periods and global settings
  - illustrate different industry contexts, including those outside the commercial mainstream
  - include those aimed at, or produced by, minority groups
  - reflect contemporary and emerging developments in the media
  - provide rich opportunities for analysis and application of the theoretical framework detailed below
  - include media products that stimulate learners and extend their experience of the media.
- The products set by WJEC for both Components 1 and 2 will be reviewed periodically and changed where necessary.

#### **Theoretical Framework**

This A Level Media Studies specification is based on the theoretical framework for analysing and creating media, which provides learners with the tools to develop a critical understanding and appreciation of the media. The framework consists of four inter-related areas:

- media language: how the media through their forms, codes, conventions and techniques communicate meanings
- representation: how the media portray events, issues, individuals and social groups
- media industries: how the media industries' processes of production, distribution and circulation affect media forms and platforms
- audiences: how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

#### **Theories**

Learners will study a wide range of theoretical approaches and theories, including advanced approaches, to inform and support their analysis of media products and processes. Those listed below must be studied; appropriate additional theories may be studied.

#### **Media Language**

- Semiotics, including Roland Barthes
- Narratology, including Tzvetan Todorov
- Genre theory, including Steve Neale
- Structuralism, including Claude Lévi-Strauss
- Postmodernism, including Jean Baudrillard

#### **Representation**

- Theories of representation, including Stuart Hall
- Theories of identity, including David Gauntlett
- Feminist theory, including Liesbet van Zoonen
- Feminist theory, including bell hooks
- Theories of gender performativity, including Judith Butler
- Theories around ethnicity and postcolonial theory, including Paul Gilroy

#### **Media Industries**

- Power and media industries, including Curran and Seaton
- Regulation, including Livingstone and Lunt
- Cultural industries, including David Hesmondhalgh

## **Audiences**

- Media effects, including Albert Bandura
- Cultivation theory, including George Gerbner
- Reception theory, including Stuart Hall
- Fandom, including Henry Jenkins
- 'End of audience' theories - Clay Shirky.

## **Contexts of Media**

In order to inform their study of the media, learners will develop knowledge and understanding of media products in relation to relevant key social, cultural, economic, political and historical contexts.

## **Historical Contexts**

- how genre conventions are historically relative and dynamic
- the effect of historical context on representations
- the relationship of recent technological change and media production, distribution and circulation
- the way in which different audience interpretations reflect historical circumstances

## **Social and Cultural Contexts**

- how genre conventions are socially relative
- the effect of social and cultural context on representations
- how and why particular social groups, in a national and global context, may be underrepresented or misrepresented
- how audience responses to and interpretations of media products reflect social and cultural circumstances

## **Economic Context**

- how media products relate to their economic contexts in terms of:
  - o production, distribution and circulation in a global context
  - o the significance of patterns of ownership and control
  - o the significance of economic factors, including funding

## **Political Context**

- how media products reflect the political contexts in which they are made through their representations, themes, values, messages and ideologies
- how media products reflect the political contexts in which they are made through aspects of their ownership and political orientation, production, distribution, marketing, regulation, circulation and audience consumption.

## **Skills**

This specification enables learners to develop a range of skills required for both analysing and creating media products.

In analysing media products, learners will:

- analyse critically and compare how media products, including products outside the commercial mainstream, construct and communicate meanings through the interaction of media language and audience response
- use and reflect critically upon a range of complex theories of media studies and use specialist subject-specific terminology appropriately in a developed way
- debate critically key questions relating to the social, cultural, political and economic role of the media through discursive writing.

In creating media products, learners will:

- apply knowledge and understanding of media language, representation, media industries and audiences to a cross-media production
- apply knowledge and understanding of the digitally convergent nature of contemporary media
- use media language across media forms to express and communicate meaning to an intended audience.

## **Drawing Together Knowledge, Understanding and Skills**

This specification provides opportunities for assessment which draws together knowledge, understanding and skills from across the full course of study.

Learners will always be provided with the opportunity to draw together knowledge and understanding from across the full course of study in Component 1, Section B. Component 3 draws on the knowledge and understanding of the theoretical framework of media and the analytical skills developed in Components 1 and 2 through the practical application of knowledge and understanding in a media production.

### **How it is assessed**

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**

There will be **one** two-part question or **one** extended response question.

#### **Section B – Magazines: Mainstream and Alternative Media**

There will be **one** two-part question or **one** extended response question.

#### **Section C – Media in the Online Age**

There will be **one** two-part question or **one** extended response question.

### **Component 3: Cross-Media Production**

**Non exam assessment**

30% of qualification

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.