

## A-Level Media Preparation Guide

Welcome to A Level Media!

You've probably been wondering how studying A Levels will compare to your previous studies so we have put together a quick guide and some activities to help you get ready for starting in September.

### Items to bring to lessons

1. A high level of attendance and punctuality are essential to success in Media Studies
2. Essential study equipment such as pen, paper etc.
3. A real passion for Media in all forms including TV, magazines, music videos, newspapers, radio, computer games, online media, film and advertising. The more you watch and see the more "cultural capital" you will have.

### Uniform / Clothing Required

N/A

### Learning to Learn

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 WJEC Eduqas A level in Media Studies offers a broad, engaging and stimulating course of study which enables learners to:

- 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 subject specific terminology to analyse.
- engage in critical debate about academic theories used in media studies
- appreciate how theoretical understanding supports practice and practice supports theoretical understanding
- demonstrate sophisticated practical skills in creative media production.

With this in mind, to assist your learning and enable you to perform to your potential, I would expect:

- You must review your notes to assist your learning of the material.
- You must not leave all learning until the end of the year before exams. This volume of work cannot be learnt in a few days.
- You must use MyVLE for extra resources and questions.

## Planning for Exams

**Component 1** is worth 35% and is a 2hr 15m exam.

Here you could be assessed on the following media industries: newspapers, advertising, music videos, computer games, radio, film.

### Assessment

This component assesses media language, representation, media industries, audiences and media contexts. Learners will be assessed on their use of relevant theories or theoretical approaches and relevant subject-specific terminology in this examination.

### **Section A: Analysing Media Language and Representation (45 marks)**

There will be two questions:

- One question will assess media language and will require analysis of an unseen audio-visual or print resource from any of the media forms studied for this section.
- One question will assess representation. The question will require comparison of one set product and an unseen audio-visual or print resource from any of the forms studied for this section through an extended response.

### **Section B: Understanding Media Industries and Audiences (45 marks)**

This section will assess knowledge and understanding of media industries, audiences and media contexts. There will be two questions:

- Question 3 will be a stepped question assessing knowledge and understanding of media industries.
- Question 4 will be a stepped question assessing knowledge and understanding of Audiences.

**Component 2 is worth 35% and is 2h 30min exam.**

Here you will be assessed on three media industries with two products for each, one mainstream and one specialised. The three industries are Television, Magazines and Online Media.

This component assesses media language, representation, media industries, audiences and media contexts.

Learners will be assessed on their use of relevant theories or theoretical approaches and relevant subject-specific terminology in this component. Learners will also be required to evaluate theoretical approaches and theories.

The exam consists of three sections:

Section A: Television in the Global Age (30 marks)

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

Section B – Magazines: Mainstream and Alternative Media (30 marks)

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

Section C – Media in the Online Age (30 marks)

### **Component Three is worth 30% and is the Non-Examination Assessment/Coursework.**

In this component, learners are required to apply their knowledge and understanding of media language, representation, audiences, media industries and the digital nature of the media in an individual production for an intended audience. The production must be based on two media forms and completed in response to a choice of briefs set by Eduqas.

The set production briefs will change every year. Learners must develop a response to the specific requirements of the chosen brief by selecting a genre/style (or topic/issue) appropriate to the specified intended audience and industry context for their cross-media production.

Details of the course are on Eduqas website

[https://www.eduqas.co.uk/qualifications/media-studies-as-a-level/#tab\\_overview](https://www.eduqas.co.uk/qualifications/media-studies-as-a-level/#tab_overview)

### **Recommended Activities**

#### **A Level Media Year 1**

Across Media, we will explore a wide range of media products, both historic and contemporary. It is good practice to engage with a range media products that you might not do normally, so below I have some suggestions for you.

Please indicate what you did and your opinions on it...positive or negative!

Watch a crime drama you have never seen before (we will be studying Life on Mars which is currently available on Netflix and the Scandi Noir programme The Bridge).

Listen to a talk radio broadcast (we will be studying Radio 4 and Late-Night Woman's Hour). There are lots of Podcasts available via the BBC Sounds App which is free to sign up for.

Read two articles in a newspaper, this can also be online (we will be studying The Daily Mirror and The Times)

During the course of the day, note how much advertising you see and where. What types of products have you seen?

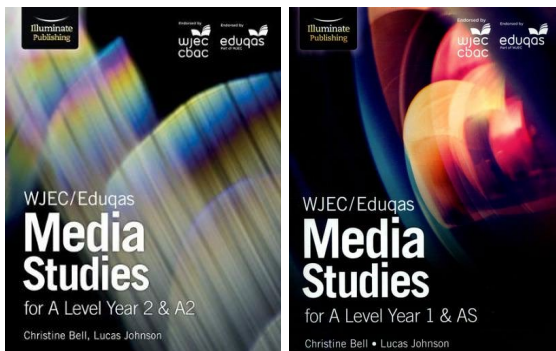
What other media products have you consumed this week? This could include online media, film, music video, computer games or magazines.

Watch, listen and read a wide range of media products, including products out of your usual media consumption. The more you consume the depth your understanding will be of media industries and products.

Essential Media Theory is a good introduction to key concepts and products

<https://www.essentialmediatheory.com/>

### Recommended Textbooks



WJEC/Eduqas Media Studies for A Level Year 2 & A2 (Paperback)  
Christine Bell (author), Lucas Johnson (author)

There is also an AS one available.

### Recommended Websites

Catch up services such as iPlayer/Prime/Netflix

BBC Sounds App for Podcasts. Smartphones also have a Podcast app available as well.

Look at online National Newspapers- we will study The Times and Daily Mirror but they are all worth exploring to see how different newspapers can cover the same story but in a different way.

### Recommended Video Tutorial

Mrs Fisher has created easy to understand guides to set products and theorists available on YouTube

<https://www.youtube.com/channel/UCUKrxp4BcJrGLzmqAhCjASg>

Life on Mars (set text for Comp 2) is available to stream on iPlayer and Netflix and is superb! <https://www.bbc.co.uk/iplayer/episodes/b006t85s/life-on-mars>

Although there isn't a lot of Film content, 40 days to learn film is useful for analysis skills <https://vimeo.com/399407221>

### **Recommended Apps to download**

Subject specific Apps.

iPlayer/BBC sounds are good. Anywhere where you can access podcasts.

### **Recommended social media platforms or pages to follow**

Including, Facebook, Twitter, Instagram, Tiktok, etc

Zoe Sugg as she is a set product <https://zoella.co.uk/>