

**Subject: Media Studies****Examination Board: Eduqas****Specification code: 603/1149/6****Paper 1****What's assessed**

Questions will focus on issues and debates in the media such as gender stereotypes or celebrity culture.

**How it's 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.

**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.

Students will learn and apply the media studies key concepts

- Media language
- Ideas/ messages
- Genre and format such as soap operas and game shows
- Representation (including positive and negative stereotypes and countertypes)
- Media audiences
- Narrative – story plots and structures

Students will develop their ability to be 'media literate', to identify and discuss the techniques used by media producers to shape the material. Students will then go on to deeper levels of analysis by applying media theories and relating the media to wider social, political and economic factors such as the impact of feminism or Brexit, for example.

**Paper 2****What's assessed**

Questions will focus on the close and in-depth analysis of media products.

**How it's assessed**

Component 2: Media Forms and Products in Depth

Written examination: 2 hours 30 minutes

35% of qualification

**Questions**

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.

A research and investigation approach to the development of the mass media over time. The exam board will provide topics and themes to be investigated. For example, this might a study of the development of television drama, comparing and contrasting shows like Life on Mars and The Bridge (BBC)

Students will also study the texts in their historical contexts and from the perspective of critical theories such as feminism or audience theories.

The exam will require students to analyse the media from an historical perspective, again using their research during the course.

<p>Section C – Media in the Online Age. There will be one two-part question or one extended response question.</p>	<p>Students will be given a brief (instructions for the task) which they need to complete such as producing:</p> <ul style="list-style-type: none"> <li>• A television sequence</li> <li>• Magazine pages</li> <li>• An advertising or marketing campaign</li> <li>• Radio broadcast</li> <li>• Newspaper pages</li> <li>• Web based material such as a site or social media products</li> <li>• Video game(s)</li> </ul> <p>The work will be assessed according to its creativity, technical polish, application of the typical codes and conventions of the form, consideration of purpose and target audience</p> <p>Students will also submit a statement of intent – a rationale – which uses research and explains the aims and target audience for the material.</p>
<p><b>Non Exam Assessment: Creating a media product (Coursework)</b></p> <p><b>What's assessed</b></p> <p>Application of knowledge and understanding of the media studies theoretical framework.</p> <p>Practical skills relating to the media format of their choice.</p>	
<p><b>How it's assessed</b></p> <p>A choice of topics related to the over-arching (annually changing) theme</p> <p>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 convergence30% of A-level</p> <p>Assessed by teachers</p> <p>Moderated by Eduqas</p>	
<p><b>Tasks</b></p> <p>Students produce:</p> <ul style="list-style-type: none"> <li>• a statement of intent</li> <li>• cross-media products such as a website, broadcast sequence or magazine pages made for an intended audience.</li> </ul>	
<p><b>What students can expect from the course:</b></p> <ul style="list-style-type: none"> <li>• To learn how to critically understand and evaluate media material such as TV drama, advertising and the news</li> <li>• An insight into the ways in which the media can shape social and political attitudes and values</li> <li>• An understanding of the processes involved in producing media content across a range of platforms, including TV broadcasts, web based material, the press and magazines</li> <li>• How to create your own media products, from the original idea right through each stage of production to the finished article</li> <li>• An overview of the historical development of the media by comparing 'vintage' material to contemporary products</li> <li>• To learn how to be a critical and inquisitive student of the mass media in the 21<sup>st</sup> century</li> </ul>	
<p><b>Expected GCSE qualifications:</b></p> <p>This course requires good levels of literacy and critical analysis.</p> <p>Good GCSEs in creative subjects such as English, Drama, Art and Graphics would also benefit candidates as Media Studies is a multi-disciplinary subject.</p> <p>To find out more information you may wish to access the following website:</p> <p><a href="http://www.eduqas.co.uk/qualifications/media-studies/as-a-level/">http://www.eduqas.co.uk/qualifications/media-studies/as-a-level/</a></p>	