

# Media Studies / Astudiaethau'r Cyfryngau

**Subject Leader:** Miss K Elkins

**Examination Board:** WJEC

**Essential GCSE's:** English Literature (C+)

**Desirable GCSE's:** English Language (C+), Media Studies, ICT, Business Studies, Art/Graphics

## Course Outline

This is a practical and theoretical course which studies all the major media forms and organisations. In particular, the course will focus on advertising, newspapers, magazines, film and TV. Issues relating to audience, representation and stereotyping will be discussed and analysed, as well as Media Institutions and media developments. There will be teacher-led discussion, group discussion, student-led presentations and individual research using text books, the internet, magazines and newspapers. Practical sessions will be three - four lessons a fortnight during the Autumn and Spring terms mainly for the preparation and production of coursework for MS2 and MS3 and will include using the cameras, desktop publishing packages and manipulating print-based material. There will also be analysis of films, television and print based media.

## Entry Requirements

Students should have an interest in **all** aspects of the media. They must be willing to learn new ideas and to question established ideas and theories. They are required to display independence in researching topics and read around the subject, keeping a close eye on media developments by collecting newspaper and magazine cuttings, examples of advertising campaigns and film information.

They need to show an appreciation of artistic and visual forms of communication. They must be willing to communicate their ideas and participate in discussion, and be prepared to learn new skills, especially in media practical productions. Students will need to have **at least** a grade C in GCSE English Language.

## What will I study?

The AS course will cover the study of Advertising and Marketing, news in the Online Age and the study of set films from Wales to Hollywood. Pupils will be required to produce an individually researched production from a choice of briefs set by the WJEC, showing their understanding of key concepts. They will also complete an individual reflective analysis of their production. The A2 course covers television in the Global Age, magazines, mainstream and alternative media and media in the Digital Age and video games. The non-exam element requires a cross media production from a choice of briefs set by the WJEC, as well as, an individual critical analysis of the production.

## How will I be assessed?

AS Level – Year 12		Weighting of the Qualification
Unit 1	Investigating the Media – <b>2 hour Examination</b>	24%
Unit 2	Creating a Media Production – <b>Non Exam Assessment</b>	16%
A2 Level – Year 13		
Unit 3	Media in the Global Age – <b>2hr 30mins Examination</b>	36%
Unit 4	Creating a Cross Media Production – <b>Non Exam Assessment</b>	24%

## Career Opportunities and Progression

This subject can lead to specific media courses at university, including film and television studies, media production, and journalism degrees. Those interested in careers in the media industry itself such as in television, radio, popular music, advertising, film production, public relations and publishing will find it useful, as will those wishing to pursue careers involving research, or business and marketing courses. The subject complements other A Level subjects, especially English, Drama, Art, Business Studies, Sociology, French and Welsh.