

# Media Studies

A-Level WJEC/Eduqas

## The Course

Students will have the opportunity to develop a thorough and in depth understanding of key issues surrounding the media, 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 central to the course, offering opportunities for detailed analysis of how the media communicate meanings in a variety of forms.

## Assessment

Unit 1 - students will develop a knowledge and understanding of media language, representation and audiences in relation to advertising, news and the film industry.

Unit 2 – students will develop a knowledge and understanding of media contexts and one section will also assess knowledge and understanding of critical perspectives.

Coursework - students will create a cross-media production, including individual investigative research and development, created in response to a choice of briefs set by WJEC and applying knowledge and understanding of key concepts and digital convergence. They will also produce an individual critical analysis of the production.

## Entry Requirements

Pathway 1 or 2 entry requirements plus:

- Grade 5+ in GCSE English Language

## Careers & Higher Education

Careers in journalism, marketing, media production, teaching, broadcasting, performing arts, advertising etc.

Employers want evidence that students are independent thinkers and are able to make informed judgements of the world around them, including the media.

*"When you give everyone a voice and give people the power, the system usually ends up in a really good place."*

*Mark Zuckerberg*

