Media Studies

Examination Board: WJEC Eduqas
Specification Code: 7357
Assessment: 2 examinations 70%/ 1 coursework submission 30%
Grades awarded: A* - E

“The media is the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses” (Malcolm X)

Every day we are influenced or manipulated in some way by media texts. The media is so engrained in our daily lives that we have a responsibility to understand how it is constructed and how producers of media texts influence us. Studying Media Studies will allow you to gain knowledge and understanding of a range of media texts, developing your analytical skills and applying media theory to the planning and production of your own media products.

Key concepts of representation, narrative and audience will be the foundation for your study of a range of texts across multiple media platforms including film, TV, digital media and the print press. You will learn to apply relevant cultural theory to support your own views while developing your writing skills.

Alongside the theoretical and analytical approach to the media you will have the opportunity to plan and produce your own media texts. With part of the course being based on practical media production, you will have the opportunity to use media technology and software to create your own products.

Component 1: Media Products, Industries and Audiences 35%
You will study all of the following media forms: – advertising, marketing, film, newspapers, radio, video games - and media contexts in order to understand Media Language and Meanings, Representations and Meanings and produce a Contextual Study on Representations, Industries and Audience based on two media products.

Component 2: Media Forms and Products in Depth 35%
You will study media language, representation, industry and audiences in order to understand Television in the Global Age, Magazines: Mainstream and Alternative Media and Media in the Online Age.

Component 3: Cross-Media Production/Non-exam assessment 30%
An individual cross-media production based on two forms in response to a choice of briefs set by WJEC Eduqas, applying knowledge and understanding of the theoretical framework and digital convergence. Use of photo and video editing software to produce two linked products.