



# Media Studies

Information Evening

# Course Overview

Component 1	Component 2	Component 3 NEA
<p>Media Products, Industries and Audiences Written examination: 2 hours 15 minutes 35% of qualification</p> <p>Section A: Analysing Media Language and Representation</p> <p>Section B: Understanding Media Industries and Audiences</p>	<p>Media Forms and Products in Depth Written examination: 2 hours 30 minutes 35% of qualification</p> <p>Section A – Television in the Global Age</p> <p>Section B – Magazines: Mainstream and Alternative Media</p> <p>Section C – Media in the Online Age</p>	<p>Cross-Media Production Non exam assessment 30% of qualification</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 convergence.</p>

# You need 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 specialist subject specific terminology to analyse and compare media products and the contexts in which they are produced and consumed
- make informed arguments, reach substantiated judgements and draw conclusions about media issues
- 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 by providing opportunities for creative media production.

# Learn your theories and theorists !

This specification offers learners the opportunity to develop a thorough and in depth understanding of key issues surrounding media, using a comprehensive theoretical framework and a variety of advanced theoretical approaches and theories to support critical exploration and reflection, analysis and debate

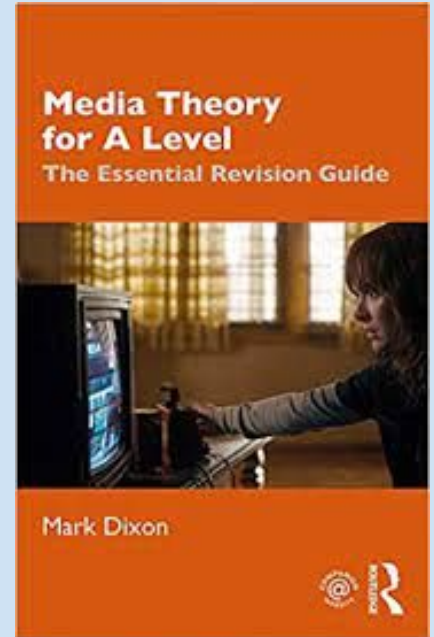
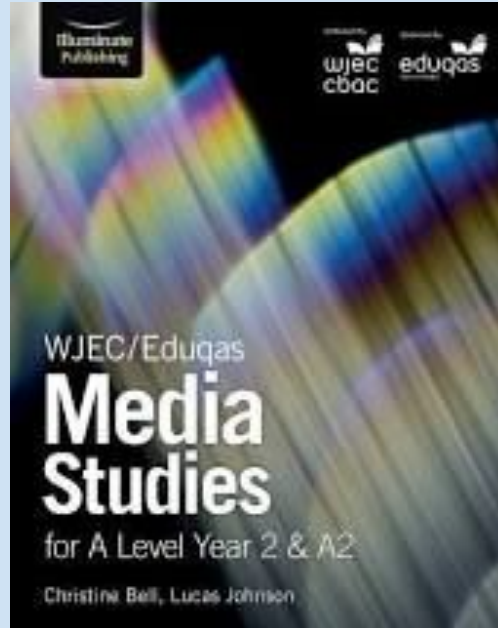
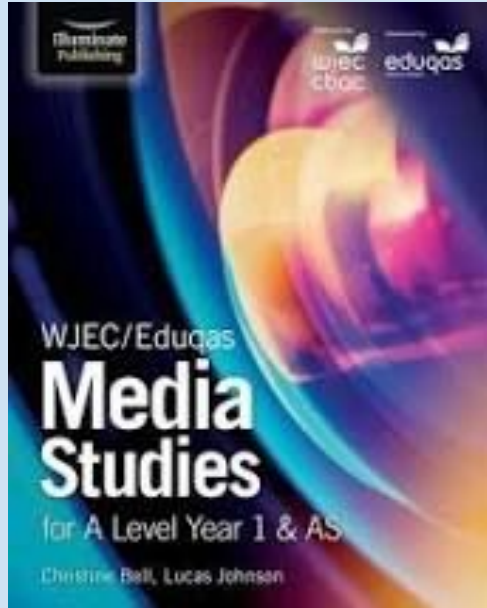
<p>Media Language</p> <ul style="list-style-type: none"><li>• Semiotics, including Roland Barthes</li><li>• Narratology, including Tzvetan Todorov</li><li>• Genre theory, including Steve Neale</li><li>• Structuralism, including Claude Lévi-Strauss</li><li>• Postmodernism, including Jean Baudrillard</li></ul>	<p>Representation</p> <ul style="list-style-type: none"><li>• Theories of representation, including Stuart Hall</li><li>• Theories of identity, including David Gauntlett</li><li>• Feminist theory, including Liesbet van Zoonen</li><li>• Feminist theory, including bell hooks</li><li>• Theories of gender performativity, including Judith Butler</li><li>• Theories around ethnicity and postcolonial theory, including Paul Gilroy</li></ul>
<p>Media Industries</p> <ul style="list-style-type: none"><li>• Power and media industries, including Curran and Seaton</li><li>• Regulation, including Livingstone and Lunt</li><li>• Cultural industries, including David Hesmondhalgh</li></ul>	<p>Audiences</p> <ul style="list-style-type: none"><li>• Media effects, including Albert Bandura</li><li>• Cultivation theory, including George Gerbner</li><li>• Reception theory, including Stuart Hall</li><li>• Fandom, including Henry Jenkins</li><li>• 'End of audience' theories - Clay Shirky</li></ul>

# Be Prepared

Get into the habit of using your time effectively, and organise yourself so you know when you have deadlines and when you're going to do your work, then A-levels will seem much easier and less of a jump than expected. Particularly during the pressure points when you have non-examined assessment or exams, being organised and motivated from the start will ensure that you're really prepared, and not too stressed.

Get your folder and subject dividers ready and keep your notes organised and easy to access.

# Optional text purchase



# Learn the five areas of the framework

## **Media Language**

How the media communicates meaning through their forms, codes and conventions and techniques

## **Representation**

How the media portray events, issues, individuals and social groups

## **Context Influences**

Social, cultural, historical & political

## **Industry**

How productions, distribution and circulation are linked to and affect media forms and platforms

## **Audience**

How media forms target, reach and address audiences. How audiences might interpret and respond to different media forms and how audience may themselves become producers.

For more information talk to your teachers:

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