



# Sandwell Academy

## Advanced General Certificate of Education MEDIA STUDIES

### WHY MEDIA STUDIES?

The opportunities for students of Media Studies are wide ranging. A GCE Course in Media Studies complements other Sixth Form Courses. It is designed to heighten the awareness and sensitivity of students to the way the Media functions.

Qualifications in Media Studies are acceptable as an entry to many different careers. They can be a springboard to a specific career working within the media itself, but are equally useful and accepted across a wide range of vocations and career pathways. These may include:

Marketing  
Law  
Performing Arts  
Leisure

Journalism/Media  
Education  
Health & Social Care  
Tourism

All courses offered at Sandwell Academy are designed to provide academic and vocational experiences. They will prepare students for their choice of career in both the world of work and Higher Education.

### SPECIFIC ENTRY REQUIREMENTS

- Grade 5 in GCSE English, preferably in both English Language and English Literature.

### COURSE DETAILS

Eduqas Syllabus: Course code: A680

The course now runs for two years and the AS option has been removed.

**Year 1** You will study two units as follows:

#### Examined Unit 1

#### Internal Assessment

In this unit you will be introduced to the main concepts and contexts of media studies, including language, representation, audience and industry. You will study a range of set and unseen media texts, ranging from printed communications to broadcast fiction, film and TV fiction, videogames, websites and adverts. The unit will also focus on critical theorists and debates, and the impact of new technology on the media.

**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.

**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.

**Component 2: Media Forms and Products in Depth****Written examination: 2 hours 30 minutes****35% of qualification**

Section A – Television in the Global Age

Section B – Magazines: Mainstream and Alternative Media

Section C – Media in the Online Age

**Component 3: Cross-Media Production****Non exam assessment****30% of qualification**

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

