

# Media Studies

## COURSE OUTLINE

The WJEC specification is designed to introduce learners to the key concepts for studying media - media language, representation, media industries and media audiences – in relation to examples from a wide range of media forms.



## WHAT WILL I STUDY?

Through this study, learners gain a good understanding of the foundations of the subject, enabling them to question and explore in a critical way aspects of the media that may seem familiar and straightforward from their existing experience.

This exploration extends learners' engagement with the media to the less familiar, including products from different historical periods or those aimed at different audiences, providing rich and challenging opportunities for interpretation and analysis.

This specification recognises the cross-media, multi-platform nature of the contemporary media and the centrality of online and social media platforms in distributing, accessing and participating in the media. In some instances, specific forms are highlighted for detailed study, but this is in the context of their relationships to online platforms.

Studying aspects of the media in Wales is also an important part of this specification.

Learners will explore a range of media products that reflect this Welsh dimension, including those produced by the media industries in Wales, those set in Wales or those intended for a Welsh audience.

## HOW WILL I BE ASSESSED?

### Unit 1 – Exploring the Media - Written exam.: 1 hour 30 minutes - 30% of qualification (60 marks)

**Section A: Representations – advertising, video games and newspapers:** This section will assess knowledge and understanding of the representation of gender and events in relation to any of the media forms studied – advertising, video games and newspapers. One stepped question based on unseen print-based resource material related to advertising, video games or newspapers. **Section B: Music:** This section will assess knowledge and understanding of media language, representation, media industries and audiences. One stepped question and two single questions.

### Unit 2: Understanding Television and Film - Written exam.: 1 hour 30 minutes - 30% of qual. (60 marks)

**Section A: Wales on Television:** This section will assess knowledge of media industries, audiences, media language and representation. One stepped question based on the set 'Wales on Television' product chosen by the centre. The final part of this question requires an extended response where the quality of written communication will be assessed. **Section B: Contemporary Hollywood Film:** This section will assess knowledge and understanding of media industries, audiences and media language. One stepped question and two single questions.

### Unit 3: Creating Media - Non-exam assessment - 40% of qual. (80 marks)

**A media production, including individual research and planning, created in response to a choice of briefs set by WJEC,** and applying knowledge and understanding of key concepts. An individual reflective analysis of the production.