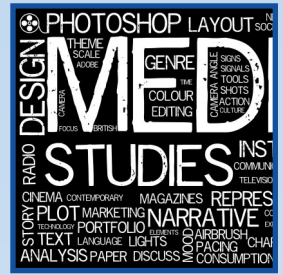


Media Studies

What is Media Studies?

Media Studies is “the ability to create, use, analyse and understand media products, within the context of their audiences and institutions.” In short, it is all about effective communication. This Linear A-Level is designed to provide a coherent, integrated and in-depth approach to studying the media, enabling learners to develop and apply their understanding of the media through both analysing and producing media products.



Course Content

Component 1: Media Products, Industries & Audiences

2 hours 15 mins (35% of qualification)

This unit assesses knowledge and understanding of media language, representation, media industries and audiences.



Component 2: Media Forms & Products

In Depth

Exam: 2 hrs 30 mins (35% of qualification)

Includes a study of TV, magazines and online media.

Component 3: Cross-Media Production Coursework

(30% of qualification)

Responding to a set brief



Leading to a career in:

- Film
- Radio
- TV
- Journalism
- Teaching
- Politics

Exam Board: Educas WJEC

For further information please contact:

Mr I Culley-Morgan (Film & Media Dept)

Email: iculley-morgan@swchs.net

