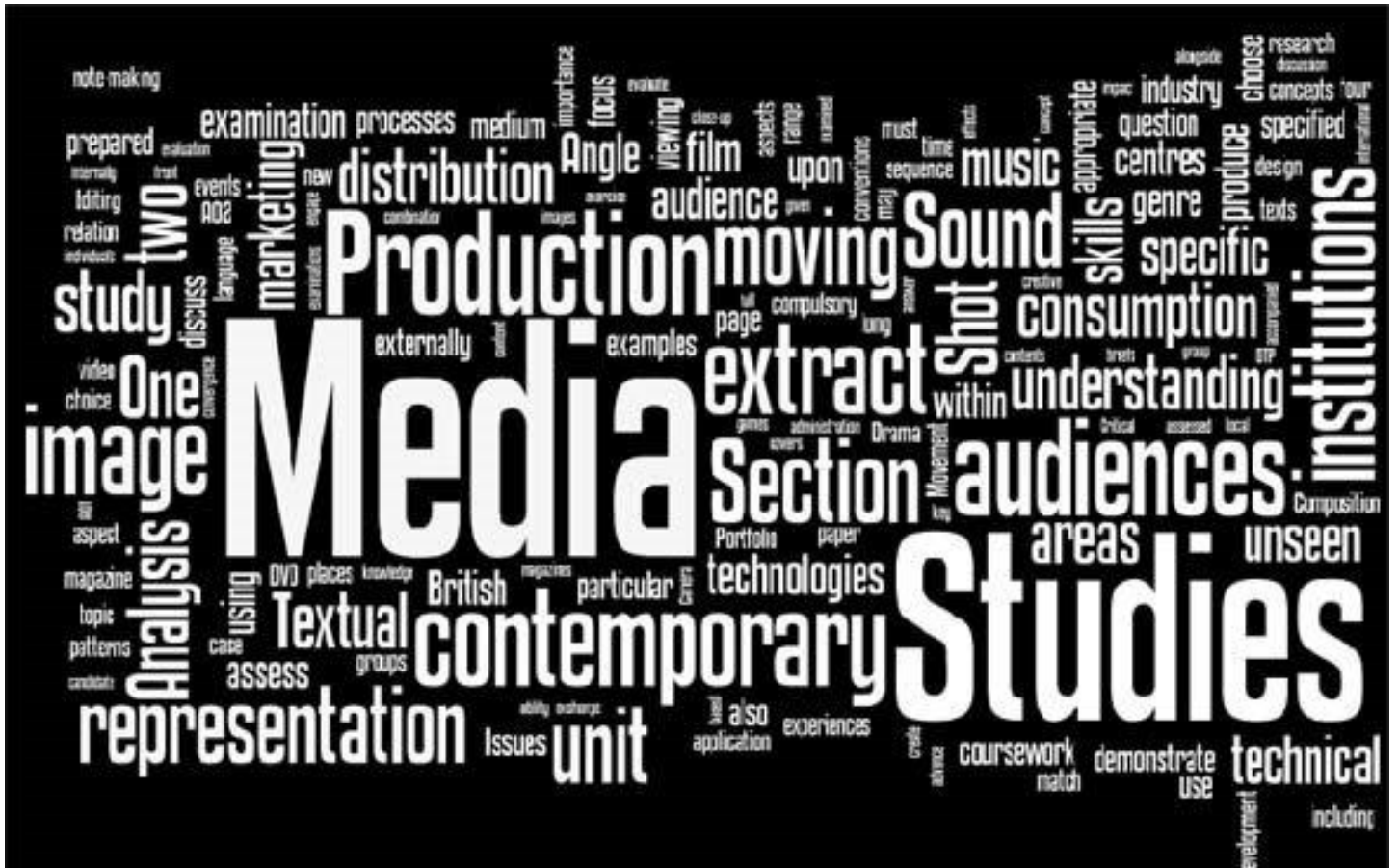


# MEDIA STUDIES TRANSITION PACK



NAME

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# GCE A LEVEL MEDIA STUDIES

## SUMMARY OF ASSESSMENT

### **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. It consists of two sections:

#### **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. There are two questions in this section:

- one question assessing media language in relation to an unseen audio-visual or print resource
- one extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts.

#### **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.

It includes:

- one stepped question on media industries
- one stepped question on audiences.

### **Component 2: Media Forms and Products in Depth**

**Written examination: 2 hours 30 minutes**

**35% of qualification**

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:

#### **Section A – Television in the Global Age**

There will be one two-part question or one extended response question.

#### **Section B – Magazines: Mainstream and Alternative Media**

There will be one two-part question or one extended response question.

#### **Section C – Media in the Online Age**

There will be one two-part question or one extended response question.

### **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.

### **Theoretical Framework**

This A Level Media Studies specification is based on the theoretical framework for analysing and creating media, which provides learners with the tools to develop a critical understanding and appreciation of the media. The framework consists of four inter-related areas:

- **media language:** how the media through their forms, codes, conventions and techniques communicate meanings
- **representation:** how the media portray events, issues, individuals and social groups
- **media industries:** how the media industries' processes of production, distribution and circulation affect media forms and platforms
- **audiences:** how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

## **MEDIA STUDIES PRE-COURSE TASKS:**

Two important skills in the study of Media Studies are the understanding of how a character drives a narrative and the ability to analyse a Media text.

### **Task One:**

Choose your favourite character from any TV show or movie. Create a profile for this character which provides detail about the character's personality and their importance to the story.

Things to include:

- Name/Age/Gender
- Nationality/Ethnicity
- Likes/Dislikes
- Strengths/Weaknesses
- How this character impacts the story

### **Task Two:**

Choose a scene which includes your character and write a detailed analysis of the techniques used in the sequence.

Consider the effect on the audience of each of the following:

- Camerawork
- Sound
- Mise-en-scene
- Editing
- Representation of people or places

**You could use visual screen shots to demonstrate your points.**

### **Helpful Links:**

<https://www.youtube.com/watch?v=BFwMRVwrKcA>

[https://www.youtube.com/watch?v=GQFszMu0Q\\_s](https://www.youtube.com/watch?v=GQFszMu0Q_s)