



# Preparation for Year 12

## Media Studies



Xaverian  
College



# A Level Media Studies 2021 -2023



Follow us on Twitter [@MediaXavs](#)  
for up to date resources, deadline reminders,  
information on trips and competitions.

## ***What will I study?***

You will learn ...

- the theoretical framework, the main concepts of media studies
- how to critically analyse media products
- to apply and evaluate theories
- to debate the contexts the media is produced and consumed in
- technical skills and develop your creativity
- to become a more independent learner that can organise their own work, express your own opinions and be able to improve your work.

You will study ...

### **MEDIA FORMS AND PRODUCTS**

A range of media forms – advertising and marketing, film, magazines, music videos, newspapers, online media, radio, TV and video games.

This will include products set by the exam board and additional products.

You will study a range of different media products from different genres, historical periods and global settings, aimed at different audiences that are mainstream and alternative.

### **THEORETICAL FRAMEWORK (TF)**

The main concepts of media studies, the theoretical framework includes -

- media language
- representation
- media industries
- audience
- plus media contexts

### **THEORIES**

A number of set media theories with different theoretical approaches. You will learn to apply them and also to critically evaluate them.

### **CONTEXTS**

How contexts shape media products and their consumption, including:

- historical
- social and cultural
- economic
- political

### **Results**

We are very proud of the results we achieve. If you work hard you can achieve a high grade too.

#### **2019**

A\* 5% (National A\* 1.6%)  
A 12% (National 11.4%)  
AB% 57% (National 45%)  
A-D 100%

Outstanding coursework commended by exam board who, “deemed the work sampled to be of an exemplary standard”.

Excellent ALPs grade 3

#### **2020**

A\* 8% (National A\* 1.6%)  
A 24% (National 11.4%)  
AB 74% (National 46%)  
A-D 100%

Excellent ALPs grade 3

## ***A Level Media assessment – exams and coursework***

### **Component 1 Media Products, Industries and Audiences**

**Written exam - 35%**

Assesses media language, representation, industries, audiences, plus contexts

#### **Section A Media Language and Representation**

Two of the following - advertising and marketing, music videos, newspapers

- One question assessing media language of an unseen text
- One extended response comparison question assessing representation and contexts in one set product and one unseen product

#### **Section B Understanding Media Industries and Audiences**

Two of the following - advertising and marketing, film, newspapers, radio and video games plus contexts

- One stepped question on industries
- One stepped question on audiences.

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

**Written exam - 35%**

Assesses media language, representation, industries, audiences, plus contexts

#### **Section A TV in the Global Age**

One two part question or one extended response question

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

One two part question or one extended response question

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

One two part question or one extended response question

### **Component 3 Cross Media Production**

**Practical coursework - 30%**

An individual cross media production based on a brief set by your exam board, Eduqas, both

- print - magazine pages
- audio visual – music video

You will apply your knowledge and understanding of the theoretical framework.

# ASSESSMENT

You will complete lots of different types of assessments, so you know how you are progressing and how to improve your work and grades.

## ONE: Classroom Assessments



### **Ongoing Assessments**

Your teacher will be assessing your progress every week, this will include your contribution to whole class tasks and discussions, the ideas you contribute to group work and the written work you produce in class.

### **Topic Assessments**

You will also have more formal assessments at the end of each topic, such as short tests and practice exam questions. At the end of each topic you will complete a past paper question. After you have completed the assessment you will receive clear guidance on

how to improve. To improve your work and grades you need to act on this feedback, for example, rewrite sections, add extra points, revise a topic, learn topic words, revise theories. Always attend support that week if you need some help to improve your answer.

## TWO: Independent Tasks



Every week you will be given work to do in your own time. This will help to develop your understanding of the topic you are working on in class.

### **Extension Tasks**

You'll also find extension tasks that are designed to develop your higher grade understanding, such as watching a relevant video or reading an article. These tasks are optional, but if you really want to do well then you need to give them a go.

## THREE: Coursework drafts



When you are working on your coursework you will be expected to complete drafts of your work before a final version is sent to the exam board. Your coursework is 30% of your final marks and is an excellent opportunity to achieve above your target grade. These drafts are designed to make sure that your final work is the best you can produce. Your teacher will give you detailed feedback on what you have done well and how you can improve your work.

## Working Independently

One of the key aspects of studying at A Level is being able to work independently and take responsibility for your own success. You can do this by -

### One: Independent tasks

Independent tasks are designed to help you complete your best work in the topic you are working on at that time

To achieve a high grade you should also complete the Extension tasks.

### Two: Support Sessions

Media support sessions are available throughout the week.

You are welcome to drop in to any of these support sessions if you need some extra help, have missed work or just need somewhere quiet to do your Media work. You will need to attend these to do extra work to achieve a high grade for your production coursework.



**mediaguardian**

### Three: Online Resources

Follow us on Twitter **@MediaXavs** for up to date resources and information on trips, events and competitions. This will mean you can include up to date and original ideas in your work.

**Do your own research.**

**Media Magazine** – written for A Level Media students. There are copies of the magazine in the college Library or online at [www.englishandmedia.co.uk/media-magazine](http://www.englishandmedia.co.uk/media-magazine)

Keep up to date with events and issues in the media at [www.mediaguardian.co.uk](http://www.mediaguardian.co.uk)

Don't forget **Media Studies textbooks** to improve your understanding of all the main media concepts, you'll find these in the college library. Your exam board textbook is - WJEC/Eduqas Media Studies For A Level Yr 2 & A2: Student Book

## **EXTRACURRICULAR MEDIA**

*Get involved and make the most of your time at Xaverian*

### **TRIPS**

Every year we visit New York, London and HOME cinema. These trips cost from £1000 to £4 so there is something for everyone. On the trips you will learn about the media industry, have a great time and make good friends.



### **CAREERS**

Every year we have talks and visits by local media industries to enhance your knowledge of media industries and how to build a career in the media. Local Universities also come to tell us about the courses they run and how to get on to the best ones. We have a fantastic careers day at the BBC in Media City to learn about all the opportunities in BBC TV, radio and online, learning and networking with new and established talent.



### **AND THE WINNER IS ....**

At the end of Year 2 we have an Awards Evening where the best student work is celebrated with bright lights, a red carpet and (plastic!) Oscars. Could you be the best photographer, magazine designer or video editor in your year?

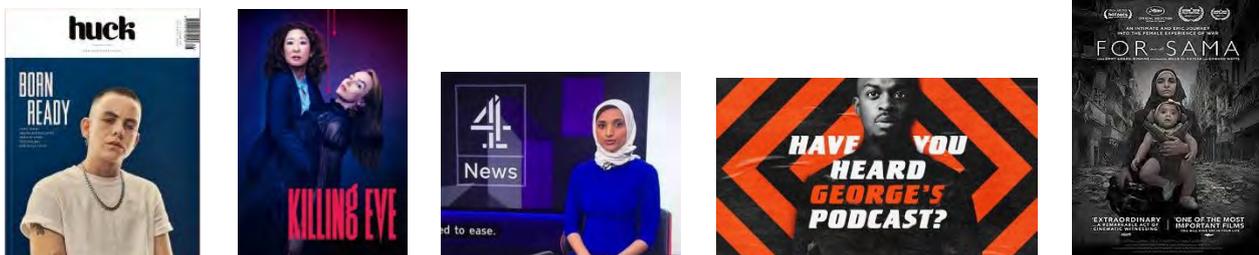


## ***Suggested work in preparation for Year 1***

**Follow us on @mediaxavs** for up to date information on what's going on in the media relevant to your course

Then, choose some of the tasks below .

Take your time to hunt around to find something that you think looks really good and that is a bit different from what you would normally read/watch/listen to.



- Read an independent magazine
- Listen to a podcast
- Watch one independent film
- 
- Watch one TV programme that has won a BAFTA
- Download a news app to keep up to date with what's going on in the world – knowledge is power!
- Watch one music video with a message about society

