

## Media Studies A Level

### Overview

The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase.

The course 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 in relation to a detailed and comprehensive underpinning theoretical framework and a wide range of advanced theoretical approaches and theories.

### Will this course suit me?

Media Studies features a combination of both theoretical units and creative/analytical responses including a practical production portfolio as part of the final assessment. Learning about the media involves both exploring and making media products and these two activities are fundamentally related in this specification. Learners create a cross-media production for an intended audience, applying their knowledge and understanding of media language, representation, audience and industry in response to a choice of briefs set by WJEC.

### Opportunities

This Media Studies course provides a suitable progression to a range of higher education degree and vocational level courses or to employment. For those who do not wish to progress further with Media Studies, this specification also provides a coherent, engaging and culturally valuable course of study. This course is particularly suited to those that may choose to study a Media/Film related course or are interested in a career in the creative industries. It is suitable for those who enjoy the academic challenge of textual analysis and a desire to be creative.