**Lady Lumley’s School Media Studies Department**

“Whoever controls the media, the images, controls the culture.” Allen Ginsberg

**GCSE to A Level Transition**

Welcome to the Media Studies transition pack.

As a GCE Media Studies student, you will analyse how media products use language and representations to create meaning. You will learn about the media industry and how the industry affects how media products are made. You will investigate media audiences, exploring who are the people who watch, read and consume the products and considering how different people might respond to products differently, and why.

Details of the Eduqas specification can be found below:

<https://www.eduqas.co.uk/qualifications/media-studies-as-a-level/#tab_overview>

**Course Overview**

**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.

**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.

**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.

**Activities**

**Leap into Media**

Accompanying this document is a Pdf, ‘Leap into Media’, complete at least the first four tasks. Each of the tasks follows a similar format, as explained below.

1. Read the article.
2. Answer questions about it – this will help you to make sure that you fully understand the content, ideas and concepts associated with a particular aspect of media study.
3. Complete various tasks and activities that use the article as a springboard.

**A Level Media Glossary**

Familiarise yourself by reading through the Media Studies glossary. Chose ten new words and try to use them in as few a number of sentences as possible.

[**https://resource.download.wjec.co.uk/vtc/201617/gft/eduqas/mediastudies/Alevel%20media%20glossary.pdf**](https://resource.download.wjec.co.uk/vtc/201617/gft/eduqas/mediastudies/Alevel%20media%20glossary.pdf)

**Media Theorists**

Using the resources at the link below, summarise each theorist’s theory in as few words as possible.

<https://resources.eduqas.co.uk/Pages/ResourceSingle.aspx?rIid=1243>

**Wider Reading/Listening/Watching**

**BBC Radio 4 Media Show**

Take the opportunity to visit the BBC Radio 4 Media Show website below and listen to some of the programmes and other content. This will give you an excellent understanding of the issues facing the media today.

[**https://www.bbc.co.uk/programmes/b00dv9hq**](https://www.bbc.co.uk/programmes/b00dv9hq)

**The Guardian**

Also for day to day Media issues you can visit The Guardian’s Media section which will keep you up to date with all current Media issues.

[**https://www.theguardian.com/uk/media**](https://www.theguardian.com/uk/media)

**Watch List**

We will be studying the following texts, so if you have time and access then it will certainly help you if you have watched or interacted with them.

‘Peaky Blinders (Season 1), ‘The Bridge’ (Season 3), ‘Black Panther’, ‘I, Daniel Blake’, ‘Zoella’