MEDIA STUDIES

Exam board: Eduqas

% of exam vs. coursework/practical assessment
30% coursework, 70% exam based (two exam papers)

Length of exams
Component 1 - 2 hours 15 minutes
Component 2 – 2 hours 30 minutes

Breakdown of units

Component 1: Media Products, Industries and Audiences
Section A: Analysing 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 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 and one stepped question on audiences.

Component 2: Media Forms and Products in Depth Written
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 (coursework component)
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

Overlap with other subjects
Media Studies works well with subjects such as Business Studies, Graphic Design as well as a range of essay based disciplines such as Sociology.

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