

# Media Studies

## Subject content

Media Studies is split into the following areas: **Component 1:** Media Products, Industries and Audiences (35% of course content) You will study media language and representation in relation to two of the following media forms: advertising, marketing, music video, film, video games or newspapers. **Component 2:** Media Forms and Products in Depth (35% of course content) For this topic you will study media industries, audiences and media contexts, looking at areas such as Television in the Global Age and Media in the Online Age, how the internet has influenced the influx of social media and blogging sites and how the increasing shift online has changed the way traditional media industries operate. For this module you will also study the print industry in contrast, looking at mainstream and alternative magazine productions. **Component 3:** Cross-Media Production (30% of course content) Here you will produce an individual piece of coursework across two forms of media, applying theory learned in class and demonstrating knowledge of digital convergence. Potential options for coursework are: filming a sequence from a new television programme and creating related print or online products to market this, making a music video or creating posters for a new film. WJEC Media Studies course specifications [[https://www.wjec.co.uk/en/qualifications/media-studies-as-a-level#tab\\_overview](https://www.wjec.co.uk/en/qualifications/media-studies-as-a-level#tab_overview)]

## Learning methods

You will learn through creative projects, debates, group work, lectures and the practical application of the skills you have acquired.

## Assessment

Assessment is 70% examination and 30% coursework.

## Progression opportunities

You can progress to Higher Education to study a variety of media-related courses, such as film and media production, photography, advertising, marketing, PR and media studies. Possible careers include broadcaster, camera operator, computer animator, film producer, film editor, journalist, presenter, production designer, scriptwriter and sound operator.

**Last updated:** 3rd November 2020

### Want to apply?

Visit <https://www.barnsleysixthformcollege.co.uk/apply> to get started  
Call us on **01226 216 123**