

A' level Media Studies WJEC

Unit 1: Media Products, Industries and Audiences Examination 2 hours 15 minutes 35%

Section A: **Analysing media language and representation** (45 marks)

Tide print advertisement (1950s) **and** *WaterAid* audio-visual advertisement (2016) <https://www.youtube.com/watch?v=Uiy3dkTwPcQ> **and** *Kiss of the Vampire* film poster (1963) *Formation*, Beyoncé* (2016) https://www.youtube.com/watch?v=WDZJPJV_bQ **or**

Dream, Dizzee Rascal (2004) <https://www.youtube.com/watch?v=2AAhc4auA7A>

and *Riptide*, Vance Joy (2013) https://www.youtube.com/watch?v=uJ_1HMAGb4k

Dizzee Rascal- Love This Town, Pink Floyd- Another Brick in the Wall

The Daily Mirror, November 10, 2016 front cover and article on US election **and** *The Times*, November 10, 2016 front and back pages (30 marks)

Section B: **Understanding Media Industries and Audiences** (45 marks)

Advertising*	Film** (cross-media study, including film marketing)	Newspapers
<p><i>Tide</i> print advertisement (1950s) and <i>WaterAid</i> audio-visual advertisement (2016)</p> <p>https://www.youtube.com/watch?v=Uiy3dkTwPcQ</p>	<p><i>Straight Outta Compton</i> (2015) and <i>I, Daniel Blake</i> (2016)</p>	<p><i>The Daily Mirror</i> and <i>The Times</i></p>
Radio		Video Games
<p><i>Late Night Woman's Hour: Home</i>, 28 October, 2016</p> <p>http://www.bbc.co.uk/programmes/b0801ql5</p>		<p><i>Assassin's Creed III: Liberation</i> (2012)</p>

* Advertising is only studied in relation to audiences.

** Film is only studied in relation to media industries.

Unit 2: Media forms and products in depth Examination 2 hours 30 minutes 35% (90 marks)

Section A: **Television in the Global Age** (30 marks)

Humans (UK/US) Series 1, Episode 1 (2015) Original Broadcasters: Channel 4 (UK) AMC (US)
The Returned (France) Season 1, Episode 1: 'Camille' (2012) Original Broadcaster: Canal+ (France) UK Broadcaster: Channel 4

Section B: **Magazines- Mainstream and alternative media** (30 marks)

(one option from selection provided on WJEC secure site)

Option 1	Option 2	Option 3
<p><i>Woman</i> (23-29 August 1964) (IPC)</p>	<p><i>Woman's Realm</i> (7-13 February 1965) (IPC)</p>	<p><i>Vogue</i> (July 1965) (Conde Nast)</p>
<p><i>Adbusters</i> (May/June 2016, Vol.23 No.3) (Adbusters Media Foundation)</p>	<p><i>Huck</i> (Feb/Mar 2016, Issue 54) (TCO London)</p>	<p><i>The Big Issue</i> (Oct 17-23 2016, No.1227) (Dennis & The Big Issue Ltd)</p>

Section C: **Media in the online age-** (30 marks)

Zoella.co.uk & attitude.co.uk

Unit 3: Creating a Media Production Coursework 30%

Brief 3: **Options available March 2021**