

SUMMARY OF ASSESSMENT

Component 1: Exploring the Media

Written examination: 1 hour 30 minutes

40% of qualification

Section A: Exploring Media Language and Representation

This section assesses media language and representation in relation to **two** of the following print media forms: magazines, marketing (film posters), newspapers, or print advertisements. There are **two** questions in this section:

- **one** question assessing media language in relation to **one** set product (reference to relevant contexts may be required)
- **one** two-part question assessing representation in relation to **one** set product and **one** unseen resource in the same media form. Part (a) is based on media contexts. Part (b) requires comparison through an extended response.

Section B: Exploring Media Industries and Audiences

This section assesses **two** of the following media forms: film, newspapers, radio, video games. It includes:

- **one** stepped question on media industries
- **one** stepped question on audiences.

Component 2: Understanding Media Forms and Products

Written examination: 1 hour 30 minutes

30% of qualification

This component assesses all areas of the theoretical framework and contexts of the media in relation to television and music.

Section A: Television

- **one** question on **either** media language **or** representation, which will be based on an extract from **one** of the set television programme episodes to be viewed in the examination (reference to relevant contexts may be required)
- **one** question on media industries, audiences or media contexts.

Section B: Music (music videos and online media)

- **one** question on **either** media language **or** representation (reference to relevant contexts may be required)
- **one** question on media industries, audiences or media contexts.

Component 3: Creating Media Products

Non-exam assessment

30% of qualification

An **individual** media production for an intended audience in response to a **choice of briefs set by WJEC**, applying knowledge and understanding of **media language** and **representation**.

Component 1, Section A Exploring Media Language and Representations

Texts Studied for Section A:

NEWSPAPERS, *The Sun* and *The Guardian*

MAGAZINES *Pride* and *GQ*

ADVERTISING *Quality Street* and *This Girl Can*

Component 1, Section B Exploring Media Industries and Audiences

Texts Studied for Section B:

NEWSPAPERS, *The Sun* and *The Guardian* (studied in both Sections A and B)

FILM, *Spectre* and *The Man with the Golden Gun* posters

VIDEO GAMES, *Pokemon Go*

RADIO, *The Archers*

Component 2, Understanding Media Forms and Products

Texts Studied for Section A:

Television Crime Drama: *Luther* and *The Sweeney* (in-depth study)

Texts Studied for Section B:

Music including music video, online, social and participatory media (in-depth study): Katy Perry, *Roar*; Bruno Mars *Uptown Funk* plus websites for same.

Historical Text: Michael Jackson, *Black or White*

Component 3,

Television: Create a sequence from a new television programme **INDIVIDUAL PRODUCTION**

Component 3 is internally assessed and externally moderated. The total number of marks available is 60:

- 10 marks for the statement of aims
- 20 marks for creating a media product that meets the requirements of the set brief
- 30 marks for creating a media product which uses media language to communicate meanings and construct representations.