



AS and A Level Media Studies

Introduction

AS and A Level Media Studies are being reformed in Wales for first delivery from September 2017. The reformed AS and A Level Media Studies will be produced and delivered by WJEC, and will be the only versions of the qualifications available to learners on state funded programmes in Wales, as no other exam board has decided to develop these qualifications for use in Wales. As part of the reform process we are asking for views on the proposed content, structure and assessment of the reformed qualification.

We have developed the proposals in this questionnaire through consultation with a number of stakeholders including WJEC, schools and colleges practitioners, universities and the Welsh Government. The outcomes of this questionnaire will help inform the development of approval criteria and regulatory conditions for the new AS and A Level Media Studies. The specifications and sample assessment materials for these qualifications will be developed and approved on the basis of the approval criteria published by Qualifications Wales.



AS and A Level Media Studies

Subject aims and content

The current A Level Media Studies subject aims and content can be found at the link below:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/371171/11-10-18-gce-media-studies.pdf

A level Media Studies is also being reformed in England. The subject aims and content requirements for the reformed A Level Media Studies in England can be found at the link below.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/459569/2017-GCE-Media-studies-subject-content.pdf

Subject aims and objectives

The current subject aims and objectives are:

AS and A level specifications in media studies should encourage learners to:

- enhance their enjoyment and appreciation of the media and its role in their daily lives;
- develop critical understanding of the media through engagement with media products and concepts and through the creative application of practical skills;
- explore production processes, technologies and other relevant contexts;
- become independent in research skills and their application, in their practical work and in developing their own views and interpretations.

We propose that for the reformed AS and A Level Media Studies qualifications in Wales, the current subject aims should be retained, with the addition of the following objectives:

Learners are required to:

- analyse media products;
- evaluate their own work;
- evaluate academic theories.

Stakeholders indicated that these additional objectives are appropriate to the qualification as they encompass the higher order skills of making judgements and drawing conclusions.

Q1: To what extent do you agree/disagree with the proposed subject aims for the new AS and A Level Media Studies in Wales ?

- I strongly agree
- I agree
- I neither agree nor disagree
- I disagree
- I strongly disagree
- I don't know

Comments (we would encourage you to make a comment, particularly if you disagree with the proposal)



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Subject content

We propose that the current subject content is used for the reformed A Level Media Studies in Wales with the addition of theories, theorists, media forms, set products and a Welsh Perspective where appropriate. We set out below our proposals for how this could be achieved.

Theories and Theorists

We propose that the inclusion of theories and theorists is required within the subject content for the reformed A Level Media Studies, however, the theorist to be studied alongside each theory should not be prescribed and should be included as indicative content. This will allow the teaching practitioner to choose the most appropriate examples to use.

Q2a: To what extent do you agree/disagree that the subject content for A Level Media Studies in Wales should include prescribed theories?

- I strongly agree
- I agree
- I neither agree nor disagree
- I disagree
- I strongly disagree
- I don't know

Comments (we would encourage you to make a comment, particularly if you disagree with the proposal)

Q2b: To what extent do you agree/disagree that the subject content for A Level Media Studies in Wales should not include prescribed theorists for each theory and they should be included in the indicative content?

- I strongly agree
- I agree
- I neither agree nor disagree
- I disagree
- I strongly disagree
- I don't know

Comments (we would encourage you to make a comment, particularly if you disagree with the proposal)



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Media forms

The subject content prescribed for the new A Level Media Studies in England stipulates that learners must study examples of all the following media forms:

- television
- film
- radio
- newspapers
- magazines
- advertising and marketing
- online, social and participatory media
- video games
- music video

Our initial consultation with stakeholders suggests the new A Level Media Studies in Wales should also require learners to study all of these media forms. Stakeholders also suggested that consideration of the Welsh perspective should be included in the study of these media forms, as appropriate.

We therefore propose that the new A Level Media Studies specification in Wales should require all learners to study all of the media forms listed above and that, where appropriate, a Welsh perspective should be included in the study.

Q3a: To what extent do you agree/disagree that learners should be required to study all the media forms proposed through their study?

- I strongly agree
- I agree
- I neither agree nor disagree
- I disagree
- I strongly disagree
- I don't know

Comments (we would encourage you to make a comment, particularly if you disagree with the proposal)

Q3b: To what extent do you agree/disagree that media forms should include a Welsh perspective where appropriate?

- I strongly agree
- I agree
- I neither agree nor disagree
- I disagree
- I strongly disagree
- I don't know

Comments (we would encourage you to make a comment, particularly if you disagree with the proposal)



AS and A Level Media Studies

Media products

A new feature introduced by the DfE requirements for England is for all learners to study in depth at least one audio/visual, one print and one online media form and to do this through a detailed study of contrasting media products set by the awarding body. Stakeholders in Wales indicated that this proposal improves the depth and breadth of study.

We propose the reformed A Level Media Studies in Wales should require learners to study in depth at least one audio/visual, one print and one online media form through contrasting media products set by the awarding body. Learners must be provided with a choice of media products to study. When submitting its specification for approval, the awarding body must explain how and why it has selected the media products included in its specification.

Q4a: To what extent do you agree/disagree that the subject content for A Level Media Studies in Wales should include set products and study in depth at least one audio/visual, one print and one online form?

- I strongly agree
- I agree
- I neither agree nor disagree
- I disagree
- I strongly disagree
- I don't know

Comments (we would encourage you to make a comment, particularly if you disagree with the proposal)

We also propose that, taken together, the media products set for study by the awarding body must be of sufficient substance, significance and variety to allow opportunities for interpreting, analysing and exploring the media concepts and theories studied as part of the course. Overall, we propose the media products set for study must encompass a range of structures, forms, historical periods and intended audiences; they must also include at least one English medium, one Welsh medium and one non English/Welsh medium product.

Q4b: To what extent do you agree/disagree that A Level Media Studies in Wales should include the requirement for media products to encompass a range of structures, forms, historical periods and intended audiences?

- I strongly agree
- I agree
- I neither agree nor disagree
- I disagree
- I strongly disagree
- I don't know

Comments (we would encourage you to make a comment, particularly if you disagree with the proposal)

Q4c: To what extent do you agree/disagree that A Level Media Studies in Wales should include the requirement for at least one English medium, one Welsh medium and one non-English/Welsh product to be studied?

- I strongly agree
- I agree
- I neither agree nor disagree
- I disagree
- I strongly disagree
- I don't know

Comments (we would encourage you to make a comment, particularly if you disagree with the proposal)



AS and A Level Media Studies

Assessment objectives

Assessment objectives determine how the subject content should be assessed.

The Assessment objectives and their weightings in the current A Level Media Studies are:

	Assessment objective	Weighting
AO1	Demonstrate knowledge and understanding of media concepts, contexts and critical debates	30-40%
AO2	Apply knowledge and understanding when analysing media products and processes and evaluating their own practical work, to show how meanings and responses are created	30-40%
AO3	Demonstrate the ability to plan and construct media products using appropriate technical and creative skills	20-30%
AO4	Demonstrate the ability to undertake, apply and present appropriate research	10-15%

The following assessment objectives and weightings are proposed for reformed A Level Media Studies in England:

	Assessment objective	Weighting
AO1	Demonstrate knowledge and understanding of: <ul style="list-style-type: none"> the theoretical framework of media contexts of media and their influence on media products and processes 	25-35%
AO2 (AS Level)	Apply knowledge and understanding of the theoretical framework of media to: <ul style="list-style-type: none"> analyse media products, including in relation to their contexts and through the use of academic theories make judgements and draw conclusions 	35-45%
AO2 (A level)	Apply knowledge and understanding of the theoretical framework of media to: <p>analyse media products, including in relation to their contexts and through the use of academic theories</p> <p>evaluate academic theories</p> <ul style="list-style-type: none"> make judgements and draw conclusions 	35-45%
AO3	Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning	30%

For the reformed A Level Media Studies in Wales we propose using the same assessment objectives and weightings as are being proposed for the reformed A Level Media Studies in England. There is an expectation that the awarding body ensures the detailed content specified at A Level is compatible with the assessment objectives and secures appropriate progression between each level of study.

We propose the following assessment objectives and weightings for the reformed A Level Media Studies:

	Assessment objective	Weighting
AO1	Demonstrate knowledge and understanding of: <ul style="list-style-type: none"> the theoretical concepts of media studies contexts of media and their influence on media products and processes 	30%
AO2	Apply knowledge and understanding of the conceptual framework of media studies to: <ul style="list-style-type: none"> analyse media products, including in relation to their contexts, using academic theories evaluate their own practical work 	35%
AO3	Research, develop and create media products for an intended audience, by applying knowledge and understanding of the conceptual framework of media studies to communicate meaning	35%

Q5: To what extent do you agree/disagree that the assessment objectives and weightings proposed for A Level Media Studies in Wales?

- I strongly agree
 I agree
 I neither agree nor disagree
 I disagree
 I strongly disagree
 I don't know

Comments (we would encourage you to make a comment, particularly if you disagree with the proposal)



AS and A Level Media Studies

Non examination assessment (NEA)

The current specifications for A Level Media Studies include non examination assessment (presently identified as 'coursework').

Stakeholders consulted in Wales emphasised the importance of developing independent research skills to support progression to higher education. They indicated that practical production work was of equal demand to academic study and again of vital importance in terms of progression to higher education, where the vast majority of courses contain a practical element, or to employment where practical skills would be highly valued.

Currently the weighting between NEA and examinations in A Level Media Studies is 40% and 60%, respectively. We propose to retain this NEA and examination weighting in A Level Media Studies in Wales.

Q6: To what extent do you agree/disagree with the proposal to retain NEA for A Level Media Studies in Wales?

- I strongly agree
- I agree
- I neither agree nor disagree
- I disagree
- I strongly disagree
- I don't know

Comments (we would encourage you to make a comment, particularly if you disagree with the proposal)



AS and A Level Media Studies

Non examination assessment requirements (NEA)

Stakeholders in Wales indicated that learners should be assessed through a collaborative approach to media production which reflects the current practices used in Higher Education and the global media industry.

Stakeholders were also in support of including research and planning, which is linked to the production within the NEA for the reformed GCSE Media Studies in Wales.

We propose the following requirements for the NEA components of the reformed GCSE Media Studies in Wales:

	Assessment objective	Weighting
AO1	Demonstrate knowledge and understanding of media concepts, contexts and critical debates	30-40%
AO2	Apply knowledge and understanding when analysing media products and processes and evaluating their own practical work, to show how meanings and responses are created	30-40%
AO3	Demonstrate the ability to plan and construct media products using appropriate technical and creative skills	20-30%
AO4	Demonstrate the ability to undertake, apply and present appropriate research	10-15%

We further propose that the media production can be produced by an individual or a group of learners. Where a group of learners have collaborated in producing the media production, there will be an expectation that each individual's contribution is identified.

Q7a: To what extent do you agree/disagree with the proposed requirements for NEA for A Level Media Studies in Wales?

- I strongly agree
- I agree
- I neither agree nor disagree
- I disagree
- I strongly disagree
- I don't know

Comments (we would encourage you to make a comment, particularly if you disagree with the proposal)

Q7b: To what extent do you agree/disagree with that the media production can be an individual or group tasks for A Level Media Studies in Wales?

- I strongly agree
- I agree
- I neither agree nor disagree
- I disagree
- I strongly disagree
- I don't know

Comments (we would encourage you to make a comment, particularly if you disagree with the proposal)



AS and A Level Media Studies

Continuing professional development/resources

Q8: What support and resources do you feel centres and teachers may require to achieve maximum readiness to deliver the revised specification?

Please provide comments



AS and A Level Media Studies

Equality impact

The Equality Act 2010 states that public bodies must have 'due regard', when making decisions, to ensure there is no discrimination, harassment or victimisation of individuals or groups, to ensure equality and to foster good relations in relation to protected characteristics (age, sex, disability, sexual orientation, race, religion, marriage and civil partnership, pregnancy and maternity and sexual reassignment).

Q9: With this in mind, please highlight below if you feel any of this proposal has the potential to have a positive or negative impact on individuals with protected characteristics and whether any of the proposal would cause accessibility issues for learners in Wales.



AS and A Level Media Studies

Personal details

Participants under the age of 16 are requested NOT to fill in this section.

If you supply contact details, we may contact you for clarification of your answers. Qualifications Wales (QW) will not share these details, or details of your answers with any third party.

Personal details

Name

Company

Email Address

Are you responding as an individual or on behalf of your organisation?

- Individual
- Organisation

Please select the type of organisation or choose 'not applicable' if responding as an individual

- School
- College
- University
- Qualification Awarding Body
- Government (Local, National, UK or EU)
- Non-Applicable
- Other (please specify)

Are you a: (please select as appropriate)

- Teacher
- College Lecturer
- University Lecturer
- Student
- Parent
- Other (please specify)