

### Changes to A level Media Specimen Papers and Specifications from July 16

We've made a number of changes to our A Level Media Studies specification, based upon comments made by Ofqual. These changes still require accreditation from Ofqual but we are trying to provide you with the most up to date version of the specification and specimen assessment materials.

Perhaps the most significant change that runs through every question is the requirement from Ofqual that each of the media forms is required to have a specified media product that must be referenced by learners in their exam responses.

It is also worth noting that the wording of the mark scheme grids and Assessment Objectives weightings have changed for every question in both papers.

## **COMPONENT 01**

### Component 01, Section/Topic A

- The wording for all 3 questions has changed but the intention behind the questions is very similar.
- The wording of the mark scheme grids and AO weightings have changed throughout both papers.
- The 3 resources that make up the unseen materials for this section have remained the same.
- However, the specified media products for newspapers and television news extracts will be drawn from "2016 onwards" so that learners are aware of what contextual references to use when answering Question 2.

### Component 01, Section /Topic B

- Although this section is still a chance for learners to reflect on their NEA (coursework) which is a cross-media promotional campaign, they must do this by considering 'real' advertising and marketing campaigns and at some stage make reference to the specified advertising and marketing media product, the 2010 Old Spice campaign ("the best your man can smell").
- There are 4 areas in which learners might be asked questions – media language, representation, media industry and audience. The question could be 'broad' and make explicit reference to one of these 4 areas OR (as in the sample paper) ask about a specific aspect of the 4 areas as laid out in the specification for this topic.

## COMPONENT 02

It might be worth noting some general changes that have been made to this component:

- The three sections are now equally weighted.
- The wording of the mark scheme grids and AO weightings for all three sections have changed.

### Component 02, Section/Topic A

- There are now 3 specified media products, 1 for each industry.
- Since (at least one) of the questions will make specific reference to the specified media product, learners are advised to focus on just the specified media products.
- There are now 2 questions to this section. The first, and shorter question, will always be about just 1 of the media industries. The second, and longer question, will be about either 1 of 2 of the remaining media industries.

### Component 02, Section/Topic B

- Learners need only study one of the specified media games and one of the specified music videos – in their answers they then could also reference examples that are not listed and still be confident of receiving full credit for these references.

### Component 02, Section/Topic C

- Learners must now reference the websites associated with the English Language long form television dramas.
- The specified media products are listed as ‘Series 1’ rather than a specific episode so that sections of the story arc are not excluded by being too specific – learners are not expected to watch all of Series 1 but references in their answers must be drawn from that series.

## NEA COMPONENT 03

- There will be a single brief, issued every year on June 1st towards the end of the first year of study for an A Level group.
- The brief will be specific about institution and audience but offer a choice of genre.
- In preparation for this unit, learners should consider the 2010 Old Spice campaign (“the best your man can smell”) as this will form part of the critical reflection in Component 01.