

GCSE Media Studies



Course Overview

Paper 1: Exploring the Media.

90 minutes 40% of qualification



Section A: Exploring Media Language & Representation

An assessment of media language and representation in relation to print media.

We will look at: The front covers of *Pride* (2015) & *GQ* (2016) magazines, *The Man with the Golden Gun* (1974) and *Spectre* (2015) film posters, *The Guardian* (2015) & *The Sun* (2013) newspaper front covers and *Quality Street* (1956) & *This Girl Can* (2016) print advertisements.

Section B: Exploring Media Industries and Audiences

An assessment of two of the following media forms: film, newspapers, radio, video games.

We will look at: *Spectre* (2015), *The Sun* (2015), *The Archers* (2017) and *Pokemon Go* (2016).



Paper 2: Understanding Media Forms & Products.

90 minutes 30% of qualification

Section A: Television:

One question on either media language or representation, based on an extract from *The IT Crowd* and *Friends*, Season 1, Episode 1.

Section B: Music:

Two music videos from the following options will be studied: either Katy Perry - *Roar*, or Taylor Swift - *Bad Blood* AND either Pharrell Williams - *Freedom*, or Bruno Mars - *Uptown Funk*. In addition to one of the following music videos from the 1980/1990s will be studied: *Duran Duran - Rio* or *Michael Jackson - Black or White*



Non-exam assessment: Creating Media Products Non-exam assessment 30% of qualification

An individual media production for an intended audience. A statement of intent must be prepared by the student and agreed with their teacher. This work will take place during the Summer term of Y10. Some examples of this production work include: a print or online magazine, a music video or website promoting a new artist, a film trailer.

Why Media?

GCSE Media Studies engages students in the study of media products in relation to the four areas of the theoretical framework: media language, media representation, media industries, media audiences.

Students are required to study media products from all of the following media forms: audio-visual forms (TV, film, radio, advertising and marketing, video games and music video), online forms (social and participatory media, video games, music video, newspapers, magazines, advertising and marketing) and print forms (newspapers, magazines, advertising and marketing).

Throughout the course students will explore, analyse and create, engaging with media products which: possess cultural, social and historical significance in terms of critical acclaim and/or audience popularity; reflect and illuminate the theoretical framework for the study of media; demonstrate contrasts in terms of quality, form and structure; provide rich and challenging opportunities for interpretation and analysis, enabling students to develop a detailed understanding of how the media communicate meanings; are from different historical periods; are intended for different audiences; demonstrate emerging, future developments of the media and are not necessarily the type of products which students would normally engage.



Skills developed:

In GCSE Media Studies, students will have the opportunity to demonstrate knowledge and understanding of the theoretical framework of media, contexts of media and their influence on media products and processes; analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions and create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.

Beyond GCSE:



GCSE Media Studies will help students to: work independently, be creative, think critically, communicate ideas with confidence, be technical, think logically, be analytical and engage with new technologies.

GCSE Media Studies would be essential for any career within the Media, such as photography, journalism, filmmaking, editing, news and advertising. However, GCSE Media Studies would be beneficial across a wide range of employment sectors, with the importance of transferable ICT skills. This could include any career from teacher to doctor, lawyer to engineer, fashion designer to musician. Media Studies is not just for the budding Anna Wintour and Ansel Adams.

Exam Board

The Eduqas exam board specification is available at: <http://www.eduqas.co.uk/qualifications/media-studies/>