



Course Title

Exam Board

Media Studies GCSE

TBC

Course Description

Learners study products of the media in terms of a theoretical framework, which consists of **media language, representation, media industries** and **audiences**. Aspects of this framework are studied in the following way across the **three** components of assessment.

GCSE Media Studies is based on the theoretical framework for exploring and creating media. The framework is based on four inter-related areas:

- **Media language:** how the media through their forms, codes and conventions communicate meanings
- **Representation:** how the media portray events, issues, individuals and social groups
- **Media industries:** how the media industries' processes of production, distribution and circulation affect media forms and platforms
- **Audiences:** how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

Type of Assessment

External Assessment: Written Examinations: 70%

Component 1: Exploring the Media (1 hour and 30 minutes, 40%)

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) and **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 and **one** stepped question on audiences.

Component 2: Understanding Media Forms and Products (1 hour and 30 minutes, 30%)

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) and **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) and **one** question on media industries, audiences or media contexts.

Controlled Assessment: 30%

Component 3: Creating Media Products

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

Career and Progression Opportunities

A Level Media Studies and A Level Film Studies. The specification provides an excellent foundation for students intending to pursue careers in journalism, TV, film, photography, film and TV editing.

Link to Syllabus

<http://www.eduqas.co.uk/qualifications/media-studies/gcse/>