

<b>Subject:</b>	<b>Media Studies</b>
<b>Level:</b>	GCSE
<b>Awarding Body:</b>	Eduqas
<b>Specification Code:</b>	C680QS
<b>Awarding Body Website:</b>	<a href="https://www.eduqas.co.uk">https://www.eduqas.co.uk</a>
<b>Assessment:</b>	
Controlled Assessment %:	30%
When will it be taken?	Throughout the course
Examination:	Paper 1 – 40% Paper 2 – 30%
When will it be sat?	May/June at the end of year 11
<b>Tiers:</b>	
Higher Tier Grades:	N/A
Foundation Tier Grades:	N/A
No Tier Grades:	9-1
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### Description

GCSE Media Studies gives students the chance to develop a critical understanding of the role of the media in daily life. It encourages an understanding of how to use key media concepts to analyse media products and the opportunity for hands-on practical work.

This qualification particularly focuses on the ways that an audience interacts with media artefacts such as film and print texts. Pupils are given the chance to analyse existing media products and then produce their own. It is an exciting course in which students' are able to focus on issues that relate to their everyday lives and a number of different skills are cultivated. Pupils particularly enjoy analysing things that they might otherwise have taken for granted, such as the packaging on DVDs or considering how the opening minutes of a film can shape meaning.

### What will I learn?

GCSE Media Studies engages students in the in depth 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)
- print forms (newspapers, magazines, advertising and market

#### How will I be assessed?

Controlled Assessment: 30% of the GCSE

Students apply their knowledge and understanding of media language and representations to create media products of their own, using the theoretical framework to express and communicate meaning to an intended audience.

External examinations: The two written papers will be sat at the end of year 11.

Paper 1: 1 hour 30 minutes

- Exploring the media

Breadth of forms; range of set products studied in relation to key areas of the theoretical framework. Exam includes analysis of an unseen resource. Learners take clean copies of print set products into the exam.

**Section A** products include magazines, film posters, newspapers, advertisements.

**Section B** products include film, radio, newspapers, video games.

Paper 2: 1 hour 30 minutes

- Understanding Media Forms and Products

**Section A** is a detailed study of one television genre (either Crime drama or Sitcom).

**Section B** is a detailed study of music videos and online media.

#### Future opportunities:

GCSE Media is a unique subject as it allows pupils to demonstrate their ability to use both creative and analytical skills.

A qualification in media is also helpful training for a number of other subjects such as English, art, history and drama as it sharpens each learner's ability to recognise examples of symbolism and inference.