

Media Studies

GCSE

Examination Board: Eduqas

What will I study?

Within Media Studies, students gain knowledge and an understanding of a range of different media texts in addition to studying the context in which they were made. As a result, students glean knowledge about the world in which we live. This is a relevant and contemporary subject that students can pick as a GCSE option in Year 10. Key Stage 3 students will have some knowledge of the media through their English lessons where magazines, newspapers and advertising may be studied.

This is a popular, creative subject that students can opt to study. Many aspects are covered including film, TV, advertising, digital technology, magazines amongst others. Students critically engage with texts, learn the key skills to analyse them effectively as well as consider why institutions produce them, but also why and how audiences consume them.

There is a practical element to the GCSE course where students plan, organise, produce and edit media products ranging from their own advertising campaigns, magazines and moving image sequences.

The new GCSE 9-1 Media Studies qualification covers media skills including the following areas:

- Enquiry and critical thinking
- Knowledge of important media issues
- How media texts relate to context
- Specialist terminology used in relation to original ideas about a range of media texts
- Development of theoretical understanding
- Creative Media Production

How is the course assessed?

Component 1: Exploring the Media

Written examination: 1 hour 30 minutes, 40% of qualification

This exam assesses media language and representation in relation to print media forms: magazines, marketing (film posters), newspapers, or print advertisements. Students study 8 print media forms in addition to studying film, radio and computer games.

Component 2: Understanding Media Forms and Products

Written examination: 1 hour 30 minutes, 30% of qualification

This exam assesses 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. In addition to the study of television students study music videos and online media in relation to media industries, audiences or media contexts.

Component 3: Creating Media Products

Non-exam assessment, 30% of qualification

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. The briefs will always specify the intended target audience, as well as other key requirements such as genre/style.

How will the course help me in the future?

In terms of further study and careers there are a range of qualifications and careers linked to an interest in media studies including: performing arts, broadcast & media, publishing and journalism, advertising and marketing, arts, crafts & design, information technology, travel and tourism.

Which member of staff should I contact for more information?

Ms Thorne

“A story should have a beginning, a middle, and an end... but not necessarily in that order”
- Jean-Luc Goddard