

## Media Studies GCSE (Optional)

Board: Eduqas

### Course Content

The Media Studies GCSE course offers learners the opportunity to develop knowledge and understanding of key issues in, and the ability to debate important questions about, the media. It introduces them to a theoretical framework for analysing the media, which also underpins study of the media at AS and A level. Although the specification focuses predominantly on contemporary media, this is contextualised and enhanced through the exploration of significant products from different historical periods. Through studying both established and evolving media forms, learners will gain a real awareness of the role of the media in society and culture.

The study of a range of rich and stimulating media products is central to this specification, working from the product outwards to develop appreciation and understanding of the media. Learners will draw on their existing experience of the media but will also extend their appreciation and critical understanding through the study of products with which they may be less familiar, including products for different audiences.

Choice is an important part of the specification, enabling teachers to select the most appropriate, relevant and engaging products for study for their learners in Component 2.

- Textual analysis of a variety of media texts, focusing on editing, cinematography, sound and mise-en-scene
- Photography/filming and post-production skills
- Group work and organisation
- Research and essay writing
- Debate and discussion

### Knowledge

- Develops knowledge and understanding of a variety of media texts and their social, economic and historical contexts
- Develops an understanding of how to decode messages and values in media texts

### Assessment

**Component 1: Exploring the Media - 40% of final GCSE**

1hr 30 minutes

Written paper

Learners will explore how media products follow generic conventions, use media language, represent events, issues, places, individuals and social groups, address audiences and reflect their industrial context

**Component 2: Understanding Media Forms and Products - 30% of final GCSE**

1hr 30 minutes

Written paper

Learners will explore the range of media forms to exemplify media industry issues demonstrating their knowledge and understanding of the theoretical framework (media language, representation, audiences and media industries) as it applies to each form. Learners will apply the theoretical framework and theoretical perspectives to the areas of Television and Music.

**Component 3: Creating Media Products - 30% of final GCSE**

30 marks

Non-exam assessment (NEA)

Learners will create media products through applying knowledge and understanding of media language and representation from the theoretical framework to express and communicate meaning to an intended audience.

For further details, please see Mr Evans (Head of Film & Media studies).