

MEDIA STUDIES



Examination board: Eduqas

Qualification awarded: Media Studies GCSE

Brief details of the course:

If you are an avid consumer of media products (social media; TV; radio; magazines; newspapers; music) and enjoy producing your own products, then this is the course for you! Media Studies is focussed around four main concepts: media language; representations; industries and audiences. You will analyse a range of media products and apply these concepts, closely studying the purpose, audience and form of different media products and how they are constructed to appeal to their target audience. Once you have learnt how the professionals piece together media products, you will create your own media product, aiming to implement all that you have learnt to ensure that your product is of a professional quality.

Units of work covered:

Component 1 – Exploring the Media:

- **Section A – Exploring Media Language and Representation** (magazines; print advertising; marketing; newspapers) – 2 questions will assess students' understanding of media language and representation.
- **Section B – Exploring Media Industries and Audiences** (film, newspapers, radio, video games) – 2 questions will assess students' understanding of target audiences and media industries.

Component 2 – Understanding Media Forms and Products

- **Section A – Television:** Analysis and evaluation of an extract taken from one of the set television programmes, focussing on either media language or representation. There will also be a question on media industries, audiences and media contexts.
- **Section B – Music (music videos and online media):** Analysis and evaluation of music videos/online media, focussing on media language and representation. There will also be a question on media industries, audiences and media contexts.

Component 3: Creating Media Products

- **Creative project-based work** – students will have to apply their knowledge of the media industry and create their very own media production aimed for an intended audience. Briefs will be set by the exam board and students will apply their knowledge of media language and representation.

Pupil grouping: Mixed ability

Assessment:

- **Component 1 – Exploring the Media:** 40% of qualification – external examination (90 mins)
- **Component 2 – Understanding Media Forms and Products** – 30% of qualification – external examination (90 mins)
- **Component 3: Creating Media Products** – 30% of qualification – non-exam assessment.

Award: Grade 1-9

Benefits of the course:

Media Studies is a tremendous course: not only is it exciting, engaging and relevant to our world today, it also helps students develop a wide range of skills: research skills; team work; analysing and production skills; creativity and organisation, to name but a few. There are many exciting career opportunities to pursue through the media: film/TV production; journalism; advertising; marketing and radio.