

# GCSE MEDIA STUDIES

Examination Board: WJEC EDUQAS GCSE (9-1) IN MEDIA STUDIES

## WHAT WILL I STUDY?

The GCSE in Media Studies offers an exciting and broad study of the media that surrounds us in our everyday lives.

You will analyse, plan and produce a range of media texts from the TV, film, radio, newspapers, magazines, print advertising, online social media and music video industries into the following areas:

**MEDIA LANGUAGE:** how the media through their forms, codes and conventions communicate meanings.

**MEDIA 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.

**MEDIA AUDIENCES:** how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

## HOW IS THE COURSE STRUCTURED AND ASSESSED?

At GCSE there is one Controlled Assessment component and two Examination components to complete.

**COMPONENT 1 (EXAM)** - 35% of GCSE

This is an examined component that is externally assessed. Candidates will develop their understanding of how to analyse a media product through the use of media language, representations, how it attracts audiences and through the institutions.

**COMPONENT 2 (EXAM)** - 35% of GCSE

This is an examined component that is externally assessed. Candidates will study two media forms in depth for media language, representations, audiences and institutions for specific products. This will be done in the form of a case study where candidates will study the wider campaign and marketing for media texts.

**COMPONENT 3 (CONTROLLED ASSESSMENT)** - 30% of GCSE

This is a controlled assessment component that is internally assessed and externally moderated. Candidates work individually to produce a major practical production from a selection of set briefs by the exam board. Each student produces their own evidence of research and planning alongside a short written statement of aims and intentions for their product.





# YEAR 10

GCSE SUBJECTS  
Media Studies

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Digital Arts | Performing Arts | Creative Arts



CREATIVE, DIGITAL & PERFORMING ARTS  
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