

GCSE Media:

WJEC Eduqas GCSE in MEDIA

Qualification Accreditation Number: 603/1115/0

Subject content

This GCSE Media Studies specification is based on the theoretical framework for exploring and creating media. The framework is based on four inter-related areas:

- media language: how the media through their forms, codes and conventions communicate meanings
- 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
- audiences: how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

The framework provides a holistic and focused approach to interpreting and analysing the media, which learners will develop progressively as they study the three components.

The framework is set out in detail in components 1 and 2.

Media Forms

Examples of all of the following media forms will be studied:

- advertising and marketing
- film
- magazines
- music video and online, social and participatory media studied through a single music topic
- newspapers
- radio
- television
- video games.

This will enable learners to develop knowledge and understanding of a broad range of media forms and products, providing a comprehensive and balanced study of the media that encompasses audio-visual, print-based and online forms, as well as exploring the inter relationships between them.

Media Products

Learners will study a wide range of media products, reflecting different forms, historical periods and audiences. Most of these products are set by WJEC, but learners will also study additional age appropriate products chosen by the teacher. All media products set by WJEC will be age appropriate.

All set products will be reviewed periodically and changed where necessary for other age-appropriate products.

Contexts of Media

In addition to the theoretical framework, learners will develop knowledge and understanding of relevant contexts of media and their influence on media products and processes. The following contexts will be considered to inform the study of the set products.

Historical Context

- how the product reflects the time in which it was made through its use of media language, genre conventions, representations, themes, values, messages and viewpoints
- how the product reflects the time in which it was made through aspects of its production, distribution, marketing, regulation, circulation and audience consumption

Social and Cultural Context

- how the product reflects the society and culture in which it was made through its representations, themes, values, messages and viewpoints
- how the product is shaped or informed by particular cultural influences, such as genres,

styles, technologies and the work of other media producers

- how the product reflects the society and culture in which it was made through aspects of its production, distribution, marketing, regulation, circulation and audience consumption
- how audience responses to and interpretations of media products may change over time

Political Context

- how the product reflects the political contexts in which it was made through its representations, themes, values, messages and viewpoints
- how the product reflects the political contexts in which it was made through aspects of its ownership and political viewpoint, production, distribution, marketing, regulation, circulation and audience consumption.

Skills

This specification enables learners to develop a range of skills in both analysing and creating media products.

In analysing the media, learners will:

- demonstrate skills of enquiry, critical thinking and analysis
- analyse and compare how media products construct and communicate meaning and generate intended interpretations and responses
- respond through discursive writing to show knowledge and understanding of media issues
- use specialist subject-specific terminology appropriately.

In creating a media production, learners will:

- develop practical and decision-making skills
- apply knowledge and understanding of media language and representation to a media production
- use media language to express and communicate meaning to an intended audience.

Drawing Together Knowledge, Understanding and Skills

This specification provides opportunities for assessment which draws together knowledge, understanding and skills from across the full course of study.

Learners will always be provided with the opportunity to draw together knowledge and understanding from across the full course of study. This may be provided in Component 1, Section B, or Component 2, Questions 2 or 4. Component 3 draws on the knowledge and understanding of the theoretical framework of media and the analytical skills developed in Components 1 and 2 through the practical application of knowledge and understanding in a media production.

How it is assessed

Component 1: Exploring the Media

Written examination: 1 hour 30 minutes

40% of qualification

Section A: Exploring Media Language and Representation

This section assesses media language and representation in relation to two of the following print media forms: magazines, marketing (film posters), newspapers, or print advertisements. There are two questions in this section:

- one question assessing media language in relation to one set product (reference to relevant contexts may be required)
- one two-part question assessing representation in relation to one set product and one unseen resource in the same media form. Part (a) is based on media contexts. Part (b) requires comparison through an extended response.

Section B: Exploring Media Industries and Audiences

This section assesses two of the following media forms: film, newspapers, radio, video games. It includes:

- one stepped question on media industries

- one stepped question on audiences.

Component 2: Understanding Media Forms and Products

Written examination: 1 hour 30 minutes

30% of qualification

This component assesses all areas of the theoretical framework and contexts of the media in relation to television and music.

Section A: Television

- one question on either 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 (reference to relevant contexts may be required)
- one question on media industries, audiences or media contexts.

Section B: Music (music videos and online media)

- one question on either media language or representation (reference to relevant contexts may be required)
- one question on 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 WJEC, applying knowledge and understanding of media language and representation.