

## KS4: GCSE MEDIA STUDIES

### Exam Board & Specification details: Eduqas.

Assessment Objectives:

Component 1: Media language & Media Industries & Audiences [80 marks] 40%. Component 2: Media Industry, Language & Representation [60 marks] 30%. Component 3: Production Coursework: [60 marks] 30%

Key Skills: Analytical. Critical thinking. Creative and technical skills.

Developing key creative and technical skills & media language. Introduction to key media theories needed to understand audience response to Media products and the world around them. Enabling students to construct and deconstruct print and audio-visual products to a very high standard.

Students master key technical skills in years 10 & 11. Developing creative awareness with a strong sense of design principles when creating media products. Media students also develop a critical understanding of a wide range of media products in each media industry, developing strong analytical skills and a detailed understanding of how producers communicate messages and form representations in society.

### GCSE MEDIA STUDIES: Curriculum map

YEAR 10	TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	TERM 6
	Film Marketing	Print Advertising	Radio & Video Games	Magazines	Coursework	Coursework
<i>Students study</i>	Generic conventions of film posters. Structure and function of the film industry. Film Censorship issues. The importance of genre and how films are marketed, nationally and internationally. Major & independent studios and productions. James Bond Franchise. Analysis of how Film posters raise audience awareness and expectations.	Audience Demographics & Psychographics. Key Media Theory. Research and analysis of historical advert: Quality Street. Research and analysis of contemporary advertising campaign: NHS 111.	OFCOM Historical context of the Archers Audience positioning and targeting. The importance of the Archers to the BBC and to audiences. Video Game industry. Video Game censorship & regulation. PEGI. Video Game Promotion: Fortnite.	Magazine Industry. Magazine genre convention recap. Uses & Gratification Theory. Audience Demographics. Male representation in GQ magazine. Female Representation in Vogue magazine.	Creation of Film Marketing project, Magazine Production, Music Video, or Television Production sequence. Research into Film Marketing project, Magazine Production project, Music Video Production Developing creative & technical skills: Creation of a short television sequence for a crime drama. Statement of Aims Report. Planning of Film Marketing project,	Creation of Film Marketing project or, Magazine Production project. or, Music Video Production. or, Television Production sequence. <b>Component 3:</b> Final coursework assessment. 30% of Media Studies GCSE.

					Magazine Production project, Music Video Production, or Television Production sequence.	
<i>Students learn how to:</i>	<p>Analyse Film Marketing products to a high level by using appropriate media language and theoretical perspectives.</p> <p>Explore media industries in relation to film regulation, ownership, and the impact of context.</p>	<p>Analyse the techniques used by ad agencies to target specific audiences.</p> <p>Recognise how adverts create product desire and interest.</p> <p>Analyse chosen advertisements by using appropriate media terminology.</p> <p>Explain with confidence the context behind selected adverts and understand how context influences audiences.</p> <p>Analyse how lifestyle choices are reinforced through advertising.</p>	<p>Radio is and has been used to communicate different messages depending on the context.</p> <p>Evaluate the significance of Radio as a source of communication.</p> <p>Analyse the uses and gratification of The Archers for audiences.</p> <p>Analyse the importance of OFCOM when regulating radio..</p> <p>Write a script for a radio soap opera.</p> <p>Record a radio play.</p> <p>Analyse how video games are marketed and consumed by different global audiences.</p>	<p>Identify and analyse gender stereotypes in magazines.</p> <p>Analyse representations of ethnicity and minority groups in magazines.</p> <p>Explore media language in relation to media products and genres.</p> <p>Compare media products in preparation for unseen tasks in the Component One exam.</p>	<p>Create a high quality print or audio-visual production, using original photography or camerawork.</p> <p>Edit print material using Photoshop, or, Edit a 3 minute audio-visual sequence using PremierePro software.</p>	<p>Create a high quality print or audio-visual production, using original photography or camerawork.</p> <p>Edit print material using Photoshop, or, Edit a 3 minute audio-visual sequence using PremierePro software.</p>

ASSESSMENT: **Component 3: Coursework consisting of 30% GCSE (March to June)**

**Module assessments:** Students are assessed on their use of key media language and application of theory when analysing key media products. Each unit will encompass its own internal assessment within classroom and supervised conditions.

YEAR 11	TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	TERM 6
	News & Newspapers	Music Videos	Television	Revision	Revision	Revision
<i>Students study</i>	<p>News industry</p> <p>News &amp; newspaper conventions recap.</p> <p>Moral and ethical values in journalism.</p> <p>Audience positioning.</p> <p>Ideological values and issues in the Sun Newspaper.</p> <p>Ideological values and issues in the Guardian newspaper.</p>	<p>Representation of males, females and ethnic minorities in the music industry.</p> <p>Analysis of how music videos promote artists depending on genre and global appeal.</p> <p>How music artists are created and how they target fans globally.</p> <p>How music artists are sold and how they communicate and ideology.</p> <p>The importance of fan-based websites to the music industry.</p> <p>The importance of official websites to promote music artists and increase industry profit.</p>	<p>The importance of crime drama to television producers and audiences.</p> <p>Analysing crime drama conventions.</p> <p>Representation of male and female characters in crime dramas.</p> <p>Explore characters, reflections, location and setting in crime dramas.</p> <p>Understanding and identifying Proppian Character functions in television crime drama.</p> <p>Understanding Todorov's Narrative Theory - Narrative structure.</p> <p>Analysis of crime drama sequence, applying narrative theory.</p>	<p><b>Revision sessions in preparation for Exam: Component 1</b></p> <p>Magazines.</p> <p>Film Marketing</p> <p>Newspapers</p> <p>Print Advertising</p> <p>Radio</p> <p>Video Games</p> <p><b>Exam: Component 2</b></p> <p>Television Crime Drama</p> <p>Music Videos &amp; Music Websites.</p>	<p><b>Revision sessions in preparation for Exam: Component 1</b></p> <p>Magazines.</p> <p>Film Marketing</p> <p>Newspapers</p> <p>Print Advertising</p> <p>Radio</p> <p>Video Games</p> <p><b>Exam: Component 2</b></p> <p>Television Crime Drama</p> <p>Music Videos &amp; Music Websites.</p>	<p><b>Exam: Component 1</b></p> <p>Magazines.</p> <p>Film Marketing</p> <p>Newspapers</p> <p>Print Advertising</p> <p>Radio</p> <p>Video Games</p> <p><b>Exam: Component 2</b></p> <p>Television Crime Drama</p> <p>Music Videos &amp; Music Websites.</p>
<i>Students learn how to:</i>	<p>Compare different ideological values in chosen newspapers and analyse how these influence audience beliefs.</p> <p>Evaluate issues in the news and assess their significance to a changing society.</p>	<p>Analyse camera, sound, editing and mise-en-scene in chosen music videos.</p> <p>Recognise how representations in music videos subvert or enforce stereotypes.</p> <p>Explore how the production surrounding</p>	<p>Identify narrative techniques and structures relevant to television production.</p> <p>Analyse camera, sound, editing and mise-en-scene in chosen television sequences.</p> <p>Recognise how</p>	<p>Revise effectively.</p> <p>Answer potential exam questions using appropriate media terms and theory.</p>	<p>Revise effectively.</p> <p>Answer potential exam questions using appropriate media terms and theory.</p>	<p>Revise effectively.</p> <p>Answer potential exam questions using appropriate media terms and theory.</p>

	<p>Identify news values and news conventions in chosen texts.</p> <p>music videos and websites informs placement within the industry.</p> <p>Consider how theory applies to the set texts.</p>	<p>representations in television subvert or enforce stereotypes.</p> <p>Apply narrative theory when analysing Television drama.</p>			
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**ASSESSMENT:** Exams: Component 1 - Section A - Media Language (Magazines, Newspapers, Film Marketing, Advertising)  
 Section B - Media Industries & Audiences (News, Radio, Video Games)  
 [80 marks] 40% of GCSE

Component 2 - Section A - Media Industry & Language (Television Crime Drama)  
 Section B - Representation (Music Videos & Websites)  
 [60 marks] 30% of GCSE

**Module assessments:** Students are assessed on their use of key media language and application of theory when analysing key media products. Each unit will encompass its own internal assessment within classroom and supervised conditions.

**Mock examinations:** Students will undertake an internal exam in November and February as part of the scheduled mock exam process in preparation for the real exams in May and June.