

MEDIA STUDIES

COURSE DETAILS

Exam Board WJEC Eduqas
Website: <http://www.eduqas.co.uk>

THE COURSE

Throughout the course you will study a variety of different media industries such as film, TV, advertising, news, gaming and magazines.

There are four major areas of Media Studies that will be studied as the core content:

- Media Language
- Representation
- Institutions
- Audience

ASSESSMENT ARRANGEMENTS

Paper 1 – Exploring the Media

What's assessed?

The exam will be split into two sections:

In Section A you will have to answer 2 questions on the Media Products that we have studied during the course, you will also be given an unseen product and have to analyse it within the exam. (magazines, marketing (film posters), newspapers, or print advertisements)

In section B you will focus on magazines, marketing (film posters), newspapers, or print advertisements. Here you will be asked two questions one on Industry and one on audience.

How it's assessed

- Written exam: 1 hour 30 minutes
- 40% of GCSE

Questions

- Short answer questions assessing in-depth knowledge
- Stepped response questions assessing breadth of knowledge of language
- Extended response questions assessing in-depth knowledge

Paper 2 – Understanding Media Forms and Products

What's assessed?

Questions will focus on the TV and music industries. You will have again studied key texts during the course in preparation for this exam. Similar to Paper 1 you will have to respond to a media product that you will be shown in the exam. This one will be an audio/visual product played on screen.

How it's assessed

- Written exam: 1 hour 30 minutes
- 30% of GCSE

Questions

- Short answer questions assessing in-depth knowledge of language

- Extended response questions assessing in-depth knowledge of all elements of the media studies course

Non-Exam Assessment – Creating Media Products

What's assessed?

You will complete a practical media production in response to a choice of set client briefs. These are set by the exam board every year but could include one of the following:

- **Television** - create a sequence from a new television programme or a website* to promote a new television programme
- **Advertising and Marketing: Music** - create a music video or a website* to promote a new artist/band.
- **Advertising and Marketing: Film** - print-based marketing material for a new film.
- **Magazines** - create a new print or online magazine.

How it's assessed

- A choice of topics related to the over-arching (annually changing) theme
- 30% of GCSE

Assessed by teachers and moderated by exam board.

Tasks

Students produce:

- a statement of intent
- a media product for an intended audience

MR S BEEDIE