

GCSE (9-1)



# WJEC Eduqas GCSE (9-1) in MEDIA STUDIES

ACCREDITED BY OFQUAL

Teaching from 2017  
For award from 2019



This Ofqual-regulated qualification is not available for candidates in maintained schools and colleges in Wales.



# GCSE MEDIA STUDIES

## SUMMARY OF ASSESSMENT

### 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**.

## Overview of Specification

Learners study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences. (See section 2 for more detail.) The following forms are studied in depth through applying all areas of the framework: newspapers, television, music video and online, social and participatory media. Advertising and marketing, film, video games, radio and magazines are studied in relation to selected areas of the framework. Areas of the framework are studied in the following way across the **three** components:

<b>Component 1 Exploring the Media</b>						
<b>Theoretical Framework</b>	<b>Newspapers (in-depth study)</b>	<b>Film</b>	<b>Video games</b>	<b>Radio</b>	<b>Magazines</b>	<b>Advertising and marketing</b>
<b>Media Language</b>	Section A				Section A	Section A
<b>Representation</b>	Section A				Section A	Section A
<b>Media Industries</b>	Section B	Section B	Section B	Section B		
<b>Audiences</b>	Section B		Section B	Section B		

<b>Component 3 Creating Media Products</b>				
<ul style="list-style-type: none"> <li>Learners create an individual media production for an intended audience in one of the forms listed below, applying their knowledge and understanding of media language and representation.</li> <li>The genre/style and intended audience will be specified in the brief.</li> </ul>				
<b>Theoretical Framework</b>	<b>Television</b>	<b>Magazine</b>	<b>Film marketing</b>	<b>Music marketing</b>
<b>Media Language</b>	✓	✓	✓	✓
<b>Representation</b>	✓	✓	✓	✓
<b>Audiences</b>	✓	✓	✓	✓



