

MEDIA STUDIES

Exam board: WJEC

Assessment Method: 60% coursework, 40% examination

Length of exams: 1 exam - 2¼ hours

Media studies is taught as a foundation year in year 10 so that students are able to learn the needed concepts, theories and production skills in preparation for year 11. At the end of the year they are then able to choose Film studies or/and Media studies as a one year GCSE course.

Please be aware that the outline below is relevant for examinations in 2016-2018. Media studies is one of the subjects currently under review and the course content will be altered for examinations after 2018.

Breakdown of units:

Controlled Assessment – Creating for the media: Investigating and Producing. For the coursework students must complete a series of tasks. Firstly they must complete two textual investigations on two different media areas: one on Genre and the other on Representation. These two investigations are worth 20% of the GCSE combined.

For the creative element of the coursework students produce one media production consisting of research, planning, the production itself and an evaluation of the production, all of which is worth 40% of the GCSE. Examples of production work that students can choose from include: 3 film posters; a magazine front cover plus one other page or a double-page spread for younger audience; a short film sequence; a film trailer.

Exam - Thinking about the Media: Investigating and Planning. This exam is broken down into two sections: Section A and Section B. Each section is worth 40 marks (20% of the overall GCSE) and section A consists of 4 questions and section B consists of 5 tasks. In section A students will view a media text related to the topic and focus. The text is set by the exam board and depending on the focus in section A it could be a short sequence from a Film, Television show, advert, trailer etc. or it could be Print based. The students then answer questions related to the media text with reference to their own case studies and demonstrating knowledge of issue surrounding: media, marketing, industry, representation and audiences. Section B is the creative aspect of the exam and requires students to produce their own design or preparation work centred around the focus topic. In the past students have had to produce Magazine covers, storyboards and a homepage for a website.

The topic for the GCSE exam changes on a yearly basis. The topics for examination for next two academic years are as follows:

2016 – Advertising and marketing in Film Trailers (section A) and Posters (section B)

2017 – News in Newspapers (section A) and Radio (section B)

Overlap with other subjects: Media Studies overlaps effectively with essay based subjects such as English Literature and Film Studies. The discipline develops in students the ability to deconstruct texts which is a key aspect in English Literature. The creative aspects of the course also have a considerable cross-curricular element, depending on the strengths of the student. For example, many Photography students have been able to use their skills learnt in that subject to develop good cinematography skills in Media.