



A Guide to GCSE Media Studies

Courage, Respect and Flourish
ExamBoard:WJEC Eduqas GCSE Media Studies (9-1)

Welcome to GCSE Media Studies at Kings Norton Girls' School. Media Studies equips students with critical analytical tools to deconstruct how media products create meaning, shape culture, and influence society. Blending rigorous academic theory with practical creative production, the course encourages students to explore media language, representations, industries, and audiences while embodying our school values to *Courage, Respect and Flourish*.

1. Course & Assessment Structure

Component	Weighting	Format	Core Focus & Media Forms
Component 1: Exploring the Media	40% (80 marks)	Written Exam 1 hr 30 mins	Sec A: Media Language & Representation (Advertising, Magazines, Film Posters) Sec B: Media Industries & Audiences (Newspapers, Video Games, Radio)
Component 2: Understanding Media Forms & Products	30% (60 marks)	Written Exam 1 hr 30 mins	Sec A: Television In-Depth Study (Sitcoms: <i>My Family & Friends</i>) Sec B: Music Video & Online Media (Taylor Swift, Stormzy & Duran Duran)
Component 3: Creating Media Products (NEA)	30% (60 marks)	Practical Project (Non-Exam)	Individual Cross-Media Production: Creating an original media product (e.g. print magazine, film promotion, or music marketing) in response to a set WJEC brief.

2. The Theoretical Framework

- Students explore four key pillars of the Eduqas Media Framework across all set texts:
- **Media Language:** How media codes, technical elements, lighting, camera work, editing, and sound convey meaning.
 - **Representation:** How gender, ethnicity, age, national identity, and social groups are portrayed and constructed.
 - **Media Industries:** Production, distribution, ownership, regulation, and commercial/public service contexts.
 - **Audiences:** Audience targeting, psychographics, active audience consumption, and participatory culture.

3. Two-Year Curriculum Roadmap

Year	Term / Phase	Curriculum Focus & Set Text Modules	Key Assessment & Milestones
Year 10	Autumn 1	Introduction to Media Studies & Framework Core concepts: Media Language, Representation, Industries & Audiences.	Baseline assessment & analytical responses.
Year 10	Autumn 2	Advertising & Marketing (Component 1) Study of set promotional products including Quality Street & NHS 111.	Exam-style textual analysis questions.
Year 10	Spring 1	Magazines & Print Media (Component 1) In-depth study of gender representations & media language in <i>Vogue</i> and <i>GQ</i> .	Comparative essay on magazine covers.
Year 10	Spring 2	Newspapers & Video Games (Component 1) Industry structures & audience targeting in <i>The Guardian</i> , <i>The Sun</i> , and <i>Fortnite</i> .	Industry & audience stepped exam tasks.
Year 10	Summer 1	Radio & Film Marketing (Component 1 & 3 Foundation) <i>Desert Island Discs</i> study and introduction to Component 3 NEA practical skills.	Practical software induction & mock production.
Year 10	Summer 2	Year 10 Examinations & NEA Research Synoptic revision across Component 1 and initial NEA research & planning.	Year 10 Mock Examinations & NEA Pitch.
Year 11	Autumn 1	Non-Exam Assessment (Component 3 NEA Project) Creating individual practical productions (planning, shooting, editing).	Draft production review & statement of aims.
Year 11	Autumn 2	Television In-Depth Study (Component 2) Genre, narrative, and subversion in sitcoms: <i>My Family</i> and <i>Friends</i> .	Final NEA submission & TV exam essay.
Year 11	Spring 1	Music Video & Online Media In-Depth (Component 2) Analysis of Taylor Swift, Stormzy, and Duran Duran music videos & online presence.	Year 11 Mock Examinations .Final NEA submission.
Year 11	Spring 2	Synoptic Revision & Exam Preparation Targeted exam practice across Component 1 and Component 2 set texts.	Timed exam papers & feedback sessions.
Year 11	Summer 1	Final GCSE Examinations WJEC Eduqas GCSE Media Studies Component 1 and Component 2 examinations.	External GCSE Examinations.

4. Learning Portals & Homework Support

All course materials, set text breakdowns, revision guides, and homework assignments are accessible via our school portals:

- **Microsoft Teams:** Digital hub for class resources, exemplar essays, and submission portal.
- **EduLink One:** Attendance, homework tracking, and assessment reporting for parents and students.
- **Assessment & Homework:** All homework tasks align with WJEC GCSE Assessment Objectives (AO1, AO2, AO3) with detailed teacher feedback.