

GCSE Media Studies at Malbank

Exam Board: AQA

Media is one of the ever-changing areas of study which make it both exciting and challenging. In our world it is almost impossible to avoid a TV or radio, phones, magazines and newspapers, posters advertising the latest movies. Media studies offers you the opportunity to emerge yourself in these different platforms and study exactly what they're doing.

Media not only reflect our attitudes and values, they also help to shape them. How they do that, why they do that, and the effect that has on individuals, communities and cultures, are issues at the heart of Media Studies.

Like all GCSE, Media Studies has a strong emphasis on theory and research, offering you the opportunity to discuss, explore and analyse media, both mainstream and niche media products in your written and practical work.

Subject content: Over the two years we study a range of Media products and look at the following areas:

Media language

Media representation

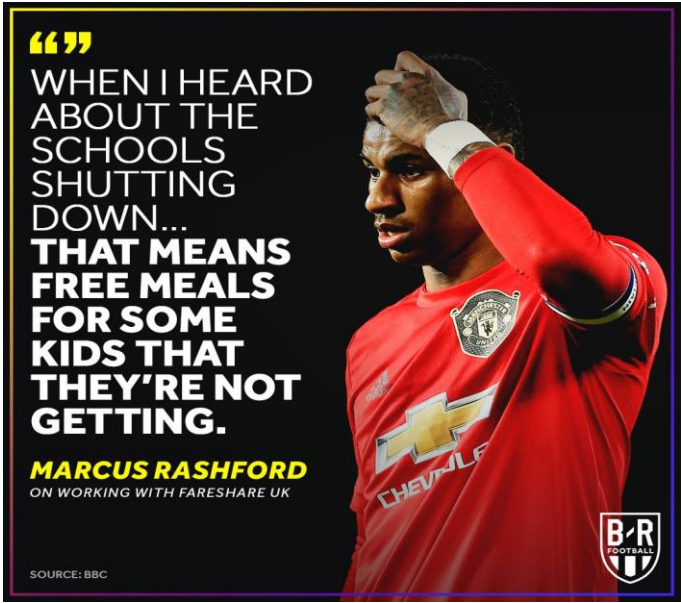
Media industries

Media audiences

Here are the Close Study Products that you will be studying:







Media One

What's assessed

Section A will focus on Media Language and Media Representations. Questions in this section can test any two of the following forms:

- magazines
- advertising and marketing
- newspapers
- online, social and participatory media and video games.

Section B will focus on Media Industries and Media Audiences. Questions in this section can test any two of the following forms:

- radio
- music video
- newspapers
- online, social and participatory media and video games
- film (industries only).

How it's assessed

- Written exam: 1 hour 30 minutes
- 84 marks
- 35% of GCSE

Questions

- A range of questions relating to an unseen source and Close Study Products.
- An extended response question (20 marks).

Media Two

What's assessed

Section A will be based on a screening from an extract of one of the television Close Study Products and can test any area of the theoretical framework.

Section B will be based on either newspapers or online, social and participatory media and video games and can test any area of the framework.

How it's assessed

- Written exam: 1 hour 30 minutes
- 84 marks
- 35% of GCSE

Questions

- Short, medium and extended response questions assessing depth of knowledge and understanding of the course.

Non-exam assessment: creating a media product

What's assessed

- Application of knowledge and understanding of the theoretical framework.
- Ability to create media products.

How it's assessed

- A choice of one of five annually changing briefs, set by AQA.
- 60 marks
- 30% of GCSE
- Assessed by teachers

Non-exam assessment: creating a media product

- Moderated by AQA.

Tasks

Students produce:

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

Here are some examples of GCSE work completed by students at Malbank:

