

Media Studies GCSE overview (

Exam Board: Eduqas

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Component 1 - Exploring the Media

Written Exam - 1 hour 30 mins: 40% of qualification

Section A - Exploring Media Language and Representation - 45 marks

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. This will compare a set text with an **unseen text** of the same form.

Set texts	Media Lang	Representation	Audience	Industry	Context	Theories
Magazine front covers:						Media Language: Genre (inc. hybridity), Semiotics - e.g. connotations Intertextuality Narrative (inc. Propp, Todorov, Enigma coding)
- Pride (Nov 2015)	✓	✓			✓	
- GQ (July 2016)	✓	✓			✓	
Film marketing posters:						Representation: Stereotyping Processes of selection, construction & mediation Gender (inc. feminism, male gaze)
The Man with the Golden Gun (1974)	✓	✓			Historical	
Spectre (2015)	✓	✓			✓	
Newspaper front covers:						Audience: Uses & Gratifications (Blumler & Katz) Reception (Hall) Active and Passive audiences
The Guardian (4th Sept 2015)	✓	✓			✓	
The Sun (18th Dec 2013)	✓	✓			✓	
Print advertisements:						
Quality Street (1956)	✓	✓			Historical	
This Girl Can (2015)	✓	✓			✓	

Section B - Exploring Media Industries and Audience - 35 marks

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 media industries

Set texts	Media Lang	Representation	Audience	Industry	Context
The Sun - one whole edition & www.thesun.co.uk/			✓	✓	
Spectre (2015) & http://www.007.com/spectre/				✓	
The Archers - one episode & BBC website section			✓	✓	
Fortnite https://www.epicgames.com/fortnite/en-US/home			✓	✓	

Component 2 - Understanding Media Forms and Products

Written Exam - 1 hour 30 mins: 30% of qualification

Section A - Section A: Television - Crime Drama - 30 marks

Question 1 will assess the ability to analyse either media language or representation in relation to the extract set and will be in two parts.

Part (a) will assess the ability to analyse media products.

Part (b) will assess the ability to analyse and make judgements and draw conclusions. Reference to relevant contexts may be required.

Question 2 will assess knowledge and understanding of media industries, audiences or media contexts.

Set texts	Media Lang	Representation	Audience	Industry	Context
Television series:					
Luther - Series 1 episode 1 (2010)	✓	✓	✓	✓	✓
The Sweeney (10 min extract) - Series 1 episode 1 (1975)	✓	✓	✓	✓	Historical

Section B - Music - Music Video and Online Media - 30 marks

Section B requires a detailed study of music through focusing on two contemporary music videos and the online, social and participatory media surrounding the artists.

In addition, learners study one music video from the past to enable learners to develop their understanding of media language and of how representations reflect, and are influenced by, the past.

Set texts	Media Lang	Representation	Audience	Industry	Context	Theories
Contemporary music videos:						Media Language: Genre (inc. hybridity) Intertextuality Narrative (inc. Propp, Todorov, Enigma coding)
Katy Perry, <i>Roar</i> (2013)	✓	✓	✓	✓	✓	
Pharrell Williams, <i>Freedom</i> (2015)	✓	✓	✓	✓	✓	
Music videos from the 1980s and early 1990s:						Representation: Stereotyping Processes of selection, construction & mediation Gender (inc. feminism, male gaze)
Duran Duran, <i>Rio</i> (1982)	✓	✓	✓	✓	✓	
Online media:						
http://www.katyperry.com	✓	✓	✓	✓	✓	Audience: Uses & Gratifications (Blumler & Katz) Reception (Hall) Active and Passive audiences
http://pharrellwilliams.com/	✓	✓	✓	✓	✓	
Social and participatory media:						
The role of social and participatory media in relation to an artist's website will be studied. Reference should be made at least to Facebook and Twitter although other social and participatory media (such as Instagram, Pinterest and YouTube) may be considered. These can be accessed through each of the artist's websites.	✓	✓	✓	✓	✓	

Use this overview to help you revise and prepare for your Media Studies GCSE exams - It tells you every set text, concept or theory that you need to know for the exams. (N.B. Component 3 = NEA coursework worth 30%)