

Eduqas Y10 GCSE Media Studies - *Journey to Excellence*

Information for Parents & Carers

What do students learn in Y10?

Students analyse a range of media products and forms (marketing, advertising, music videos, websites, television, radio and newspapers). They develop knowledge and understanding of how media language is used to communicate ideas to audiences. Pupils examine how different groups are represented in the media, focusing on gender, age and race/ethnicity. They build their confidence to take part in class discussions and to turn their verbal responses into extended writing for exams.

How are they assessed?

Media students take two final exams at the end of Y11 (worth a total of 70% of their grade). In Y10, they will take a PPE to assess the knowledge and understanding gained over the year. This written exam will be 1 hour 30 minutes and will be in the same format as their final Component 1 exam. Their class teacher will provide revision materials and guidance nearer to the time.

What about homework?

Y10 students are given homework tasks to do on Seneca and on Google Classroom. These will usually be set on a Monday, and students will have at least a week to complete the work. Extended planning homework is also set alongside the NEA (Non Exam Assessment). More guidance on this will follow nearer to the time.

How is practical production work assessed?

Students carry out creative practical tasks in class throughout their course. The NEA is worth 30% of their total grade and is based on a brief released by Eduqas exam board in March 2024. Y10 students will research, plan and produce an individual media product aimed at a target audience.

How can students revise and prepare for their PPE?

Their class teacher will give them revision materials in class. Materials will also be on the Google Classroom. However, there are also some useful websites that you could look at:

BBC Bitesize <https://www.bbc.co.uk/bitesize/subjects/ztnyvk7>

Seneca <https://senecalearning.com/en-GB/blog/gcse-media-studies-revision/>

Eduqas <https://www.eduqas.co.uk/qualifications/media-studies-gcse>

A revision guide can be bought online, but these are often quite expensive and can quickly go out of date. If you think a textbook would help your child, they can ask to borrow one from their class teacher.

How can you help students with their work?

Ask your child about their homework deadlines and talk to them about the work they are completing in class. It is really helpful if you can engage them in a range of age-appropriate media. For example, watching different genres of films or television shows. It is also helpful to talk to them about events in the news and discuss how people, places, events or issues are represented to audiences.

Is there anything more that students can do to make good progress?

It can be very helpful for students to be familiar with photo and video editing outside of school. We use Adobe Premiere Elements 2018 in class. However, there are lots of free editing programmes students can download to practise the basics. If they do not have access to a computer at home, we can support with this in other ways. Please contact Anita Miah, Head of Media & Film, to discuss options. Similarly, if your child is interested in taking part in extracurricular activities to develop their skills.

GCSE MEDIA STUDIES CURRICULUM (Assessed from 2025)

THEORETICAL FRAMEWORK	<p>Media Language: how media forms, codes and conventions communicate meanings.</p> <p>Representation: how the media portray events, issues, individuals and social groups (gender/age/ethnicity).</p> <p>Industries: how the processes of production, distribution and circulation affect forms and platforms.</p> <p>Audiences: how media forms target, reach and address audiences; how audiences interpret and respond.</p> <p>Contexts: how factors outside of the product influence meanings (historical, social, cultural, political)</p>
------------------------------	---

Component 1: Exploring the Media (worth 40% of the GCSE qualification)

Assessment: **1 hour 30 minutes** written examination assessing **media language** and **representation**.

Section A: Exploring Media Language and Representation (45 marks)		Section B: Understanding Media Forms & Products (35 marks)	
Two of the following forms: magazine front covers, film posters, newspaper front pages and print adverts.		Media contexts and two of the following forms: advertising, marketing, film, newspapers, radio.	
Set Products:	Exam Content:	Set Products	Exam Content
<i>Vogue</i> (July, 2021) –magazine cover	Question 1 is worth 15 marks and on media language in relation to one set product (and possibly contexts)	<i>The Sun</i> (one complete edition) and selected pages (including the homepage) from https://www.thesun.co.uk/	Question 3 will be a stepped question on media industries in relation to newspapers, radio, film or video games.
<i>GQ</i> (August 2019) – Raheem Sterling magazine cover		<i>The Archers</i> (one episode) + selected pages (including the homepage) from http://www.bbc.co.uk/programmes/b006qpgr	
<i>The Man with the Golden Gun</i> (1974) film poster	Question 2 is worth 30 marks. Part (a) is based on media contexts . Part (b) is a comparative essay on representation in one set product and one unseen product .	<i>Fortnite</i> (2017) Extracts from the game, homepage + two pages from the website: https://www.epicgames.com/fortnite/en-US/home	Question 4 will be a stepped question on audiences in relation to newspapers, radio or video games.
<i>No Time to Die</i> (2021) film poster		<i>No Time to Die</i> , 2021 Industry focus only; film extracts, homepage + two pages from 007 website http://www.007.com/spectre/	
<i>The Guardian</i> (18 Jan 2022) Cummings accuses PM			
<i>The Sun</i> (1 Jan 2022) <i>Join our [covid jabs] Army</i>			
<i>Quality Street</i> (1956)			
<i>This Girl Can</i> (2015)			

Component 2: Understanding Media Forms and Products (30%)

Assessment: **1 hour 30 minutes** exam assessing **media language**, **representation**, **industries** and **audiences**.

Section A: Television (30 marks)		Section B: Music (music videos and online media)	
<i>Luther</i> , Series 1, Episode 1 (2010, cert. 15) Original broadcaster: BBC	Q1) One question on media language or representation based on an extract from <i>Luther</i> to be viewed in the exam (contexts may be needed). Q2) One question on media industries , audiences or contexts .	Taylor Swift, <i>The Man</i> (2020)	Q1) One question on either media language or representation (reference to contexts may be required). Q2) One question on media industries , audiences or media contexts .
10-minute extract from <i>The Sweeney</i> , Series 1, Episode 1 (1975, cert. 15) Original broadcaster: ITV		Stormzy, <i>Superheroes</i> (2020)	
		TLC, <i>Waterfalls</i> (1995).	
		www.taylorswift.com www.stormzy.com	

Component 3 (Non-Exam Assessment): Cross-Media Production (30%)

An individual project to make a media product for a target audience. For example, develop an idea for a new movie in the mystery genre aimed at 16-24 year olds. Students will begin this work in Y10.