

Eduqas Y10 GCSE Media Studies - *Journey to Excellence*

Information for Parents & Carers

What do students learn in Y10?

How to analyse a range of media products and forms (marketing, advertising, music videos, websites, television, radio and newspapers). They will learn how different groups are represented in the media, exploring stereotypes and countertypes of gender, age and race/ethnicity.

How will they be assessed?

There will be two formal written assessments at the end of Y11 (worth 70% of their grade). Each exam will be 90 minutes long. The Non-Exam Assessment (NEA) counts for 30% of the GCSE and will be completed in class. Students will have one written 'mock' exam at the end of year 10.

What about home learning?

This will be set fortnightly. Knowledge-based tests will be used to help students get in the habit of recalling key facts to support their analytical writing in exams. Extended planning homework is also set alongside the NEA. It can be helpful for students to have a device for their own filming/photography. We can also loan out equipment, if needed.

How much practical work will students do?

Students carry out creative planning and practical tasks in class throughout their course. The NEA is based on a brief released by the Eduqas exam board in March. Y10 students will research, plan and produce an individual media product aimed at a target audience. This will be photography or filmmaking task.

How can students and carers extend and support the class learning?

Revision materials will be given out in class and on Google Classroom. There are also some useful websites that students can use:

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

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

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

A GCSE Media revision guide for the Eduqas exam board can be helpful to support learning. If you think a textbook would help your child, they can also ask to borrow one from their class teacher.

How can you help students with their work?

Ask about their homework deadlines and talk to them about the work they are completing in class. Try to engage them in a range of age-appropriate media (different genres of films or television shows). It is also helpful to talk to them about events in the news and discuss how people are represented.

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

It can be very helpful for students to have access to photo and video editing outside of school. We use Adobe Premiere Elements 2018. However, there are lots of free editing programmes students can download to practise the basics. Please contact Anita Miah, Head of Media & Film, to discuss extra support. Similarly, if your child is interested in taking part in extracurricular activities to extend their skills.

GCSE MEDIA STUDIES CURRICULUM (Assessed from 2026)

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>
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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>Desert Island Discs</i> (one episode) + selected pages (including the homepage) from https://www.bbc.co.uk/programmes/b006qnmr	
<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) Join our [covid jabs] Army			
<i>Quality Street</i> (1956) print advert			
<i>NHS 111</i> (2024) print advert			

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>Man Like Mobeen</i> , Series 1, Episode 2 (2019, 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).	Taylor Swift, <i>The Man</i> (2020)	Q1) One question on either media language or representation (reference to contexts may be required).
10-minute extract from <i>Friends</i> , Series 1, Episode 1 (1994, cert. 12) Original broadcaster: NBC/C4		Stormzy, <i>Superheroes</i> (2020)	
	Q2) One question on media industries , audiences or contexts .	TLC, <i>Waterfalls</i> (1995).	Q2) One question on media industries , audiences or media contexts .
		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.