



Year 11 Parents information



Media Studies



GCSE Media Studies Exam Board Eduqas



- Media Studies combines theoretical analysis of media 'products' with practical elements
- Students evaluate the significance of TV, Film, Magazines, Social Media, Websites, Advertisement, Newspapers, Radio etc... And the impact they have in our society
- They use theories such as Feminism to make sense of the Media
- Uses similar skills to English, Art and ICT/Computer Science
- 70% Theory and 30% Practical in terms of assessments

A brief outline of the course

Year 9

- Magazines (construction, representation, context)
- Gaming (audiences, technologies, industries)
- Practice Practical Element (key Photoshop skills, photography)
- Quality Street in the 1950s (Gender representation, construction, colour)
- Introduction to Bond (view clips from chosen films, representation of gender, basic industry)

Year 10

- Sitcoms (IT Crowd and Friends)
- Music Videos (Duran Duran, Pharrell Williams and Taylor Swift)
- Radio (The Archers, audiences, technologies, context)
- This Girl Can Advertisement (social media, representation of gender)
- Component 3 Practical Element (planning and preparation)

Year 11

- Secure the practical elements and submit them.
- Revision for the Component 1 mock
- Recap gaming, newspapers and magazines
- Recap sitcoms, music videos, ads, radio and Bond.
- Revision of the previous three years and mopping up any loose ends or weak subject knowledge.

How the exams work:

Component 1 (Exam Board will pick 4):

1. Bond
2. Magazines
3. Newspapers
4. Fortnite
5. Advertisements
6. The Archers

Component 2:

1. Sitcoms
2. Music Videos
3. Industry

Both exams are 90mins and are equal to one mark a minute

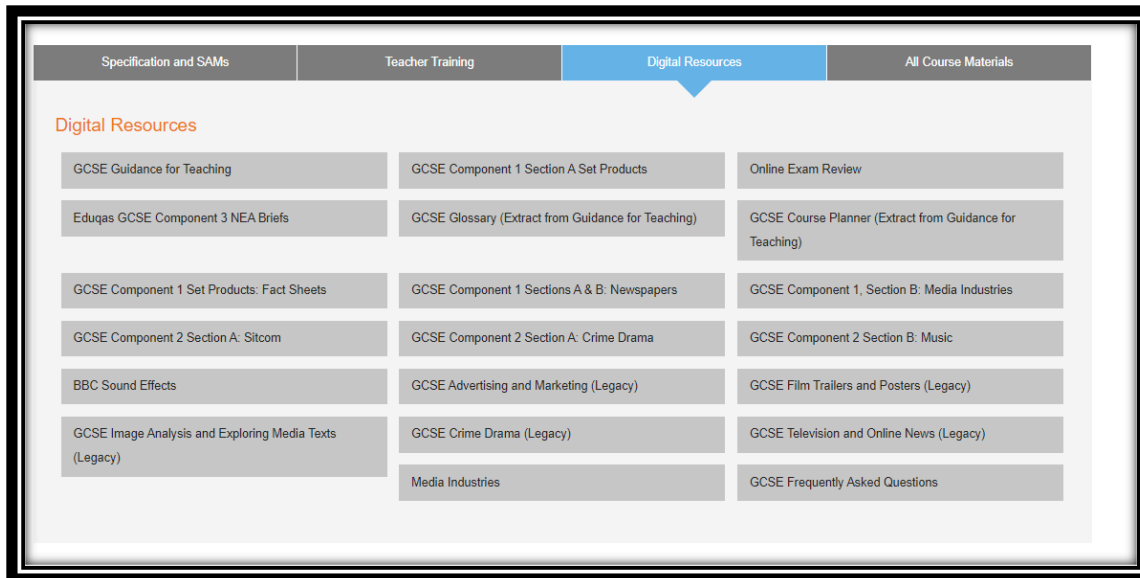
What can you do to support your children through the GCSE:

1. Ensure that they revise for their mocks thoroughly as is the closest they will get to the exam
2. Ensure their homework is completed to a good standard, as we often focus on the theories in the homework
3. Keep old exercise books somewhere safe – the are a wealth of information.
4. Ensure your child is checking their ePraise and FROG regularly, in case I send essential information
5. Please support the taking of photographs for coursework if this is still outstanding

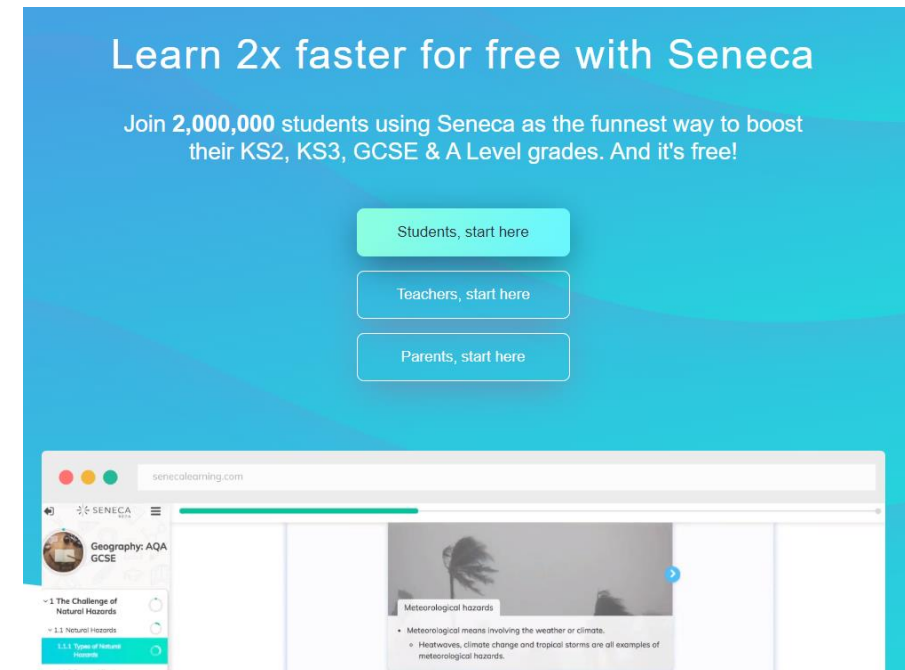
- ✓ Make sure they can access the different products for their exams this includes (Friends Season 1, IT Crowd season 4, magazines etc....)
- ✓ Contacting me if you have any questions or queries
- ✓ Purchase the text book or revision guides from Amazon, it is quite expensive, but it is worth buying for revision purposes!
- ✓ Visiting the Eduqas GCSE Media website to find revision resources

Essential Websites

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



<https://www.senecalearning.com/>



Activities!



Advertisements – How have these chocolate adverts changed over the years? Annotate your copy of the posters thinking about these elements:

- Which poster is more minimal? What are the general styles of the posters?
- What are the common elements? Has anything stayed the same?
- What is the representation of women in both posters?
- How do we get an idea of narrative looking at the posters?
- What questions will the audience be left with?



CHOCOLATE STRAWBERRY CUP
Strawberry jam and cream encased in milk chocolate.

HARROGATE TOFFEE
The delicious, smooth toffee with a most distinctive flavour.

CHOCOLATE TOFFEE FINGER
Delicious toffee covered with plain chocolate.

What a delicious dilemma!

18 delightfully different
toffees and chocolates in

Mackintosh's
'Quality Street'
REGD

JOHN MACKINTOSH & SONS LTD., HALIFAX

*Move over Naomi,
there's a new diva
in town.*



*I'm the world's most pampered bar:
now in three **NEW** flavours*

What are the differences between these two?



Watch this music video of Duran Duran - Rio and make notes on:

1. The presentation of women – free or controlled?
2. The presentation of men – dominant or equal?
3. Costume
4. The presentation of Race – stereotypical or progressive?
5. What is the basic message of the song?
6. Who is the intended audience?
7. What is the use of these music videos?

What could we say about
this opening verse in
terms of its presentation
of women?

**Moving on the floor now babe you're a bird of paradise
Cherry ice cream smile I suppose it's very nice
With a step to your left and a flick to the right
You catch that mirror way out west
You know you're something special and you look like you're
the best**

What could we say about
this opening verse in
terms of its presentation
of women?

The women or
'babes' are
positioned on the
floor – could mean
both danger or
servitude

Drawing attention
to the lips of 'Rio'
and her lip-gloss –
a popular fad of
the 80s

The 'mirror' in
the West is
America, Duran
Duran wanted
to achieve
success in the
states

Moving on the floor now babe you're a bird of paradise
Cherry ice cream smile I suppose it's very nice
With a step to your left and a flick to the right
You catch that mirror way out west
You know you're something special and you look like you're
the best

Much like in the
music video,
women are
glorified to an
extent and often
have power of the
band members
who chase them
down.