

**Exam Board:** OCR  
**Qualification:** Media Studies GCSE 9-1  
 2 written exams (1 hour 30 minutes each)  
**Assessment Information:** Each exam = 35% of GCSE  
 NEA (coursework) = 30% of GCSE

<https://www.ocr.org.uk/qualifications/gcse/media-studies-j200-from-2023/>

**Link to official specification:**

**Department Information:** The English and Media Department aims to provide a stimulating, dynamic and academically rigorous experience for all our students. To this end, we are dedicated to leading innovation within English and Media teaching and to forging strong links with other departments.

**ACHIEVE in the curriculum:** In Creative iMedia, we encourage our learners to strive for excellence both practically and academically. We encourage collaboration in practical work. Students will have to exhibit versatility as there is a broad range of content they must be familiar with to achieve.

**Curriculum Aims & Intent:**

The GCSE Media Studies course aims to give students a deep understanding of how media industries operate, how media language and representations shape meaning, and how audiences interpret media texts. Students will study both historical and contemporary set products, applying the theoretical framework (media language, representation, industries, audiences) while also developing their own media production skills through coursework.

**How we keep parents informed:**  
 Year 10 - Progress reports are published 4 times per year, in October, January, March and July, with a face-to-face parents' evening in March.

**Resources:**

- GCSE Media Studies Student Book (Hodder Education / Illuminate)
- FP Cloud Media Studies Resources
- Access to digital media platforms, case study clips, and online articles

**How parents can help their child:**  
 Parents can support their child by encouraging them to engage with a wide range of media: newspapers, TV, radio, streaming platforms, advertising, and online content. Discussion of media representations, current events, and audience impact at home is valuable.

What we study and when:					
Term	Unit, Topic Or Summary Of Work	Knowledge, Understanding & Skills Developed	ACHIEVE / Personal Development Focus	How The Work Is Assessed	Careers Links

	<b>Covered</b>				
<b>1</b>	Introduction to Media Studies & Theoretical Framework	Key concepts: media language, representation, industry, audiences. Introduction to textual analysis.	Ambition Versatility	Baseline assessment and short analytical responses	Journalism, advertising, marketing, film/TV
<b>2</b>	Television Case Studies: <i>Vigil</i> (BBC, 2021) & <i>The Avengers: The Gravediggers</i> (ITV, 1966)	Study of contemporary and historical drama. Focus on media language, representation, industry, and audience. Contextual analysis.	Collaboration, Ambition	PPE (mock exam at end of term)	Broadcasting, production, regulation
<b>3</b>	Newspapers & Online Media	Comparative study of <i>The Guardian</i> and <i>The Sun</i> print and online. Audience, ownership, regulation. Representation in news.	Integrity, Versatility	Practice timed questions	Journalism, publishing, digital content
<b>4</b>	Advertising & Marketing (Film, Print, Online)	Study of <i>Galaxy Chocolate</i> , <i>This Girl Can</i> , <i>Spectre</i> film marketing campaign. Audience targeting and representation.	Creativity, Ambition	Written assessments and practice exam questions	Advertising, PR, film marketing
<b>5</b>	Music Videos	Study of <i>Katy Perry – Roar</i> & <i>Michael Jackson – Black or White</i> . Representation, audience, intertextuality.	Integrity, Versatility	Practice timed analysis	Music industry, creative production
<b>6</b>	Unseen Media Analysis Practice & NEA Prep	Exam practice with unseen media extracts under timed conditions. Introduction to NEA brief for Year 11.	Excellence, Resilience	PPE (exam style paper)	Media production, creative industries