

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:

Year 10

Term	Unit / Component	Set Products & Focus	Key Concepts & Skills	Assessment
Term 1	Introduction to Media Studies & Theory	Cross-media examples (TV, ads, news, music)	Media language, representation, audience, industry. Semiotics, narrative, exam command words	Baseline assessment, short analytical responses
Term 2	Component 01 – Television	<i>Vigil</i> (BBC, 2021) & <i>The Avengers: The Gravediggers</i> (ITV, 1966)	Media language, representation, context, PSB, regulation, audience	PPE (Section A style questions)
Term 3	Component 01 – Promoting Media	<i>Galaxy Chocolate</i> , <i>This Girl Can</i> , <i>Spectre</i> marketing	Advertising conventions, representation, audience targeting, cross-media promotion	Timed Section B responses
Term 4	Component 03 – NEA (Music Video: Foundations)	Introduction to music video as a media form	Conventions, genre, star image, audience targeting, basic planning	Planning tasks, mini-production exercise
Term 5	Component 03 – NEA (Research & Planning)	OCR NEA brief (music video)	Research, mood boards, shot lists, statements of intent	Draft Statement of Intent
Term 6	Component 03 – NEA (Production)	Music video production	Filming, editing, application of conventions, refinement	NEA production checkpoint

Year 11

Term	Unit / Component	Set Products & Focus	Key Concepts & Skills	Assessment
Term 1	Component 02 – Music Videos (Exam Set Products)	Katy Perry – <i>Roar</i> Michael Jackson – <i>Black or White</i>	Representation, audience, industry, intertextuality	8- and 12-mark exam responses
Term 2	Component 02 – News	<i>The Guardian</i> & <i>The Sun</i> (print and online)	Ownership, regulation, political bias, representation	Full Component 02 PPE
Term 3	Component 03 – NEA (Finalisation)	Completion and polish of music video NEA	Editing refinement, evaluation, written justification	Final NEA submission
Term 4	Exam Revision (Components 01 & 02)	All set products	Exam technique, theory recall, synoptic responses	Full mock exam
Term 5	Final Exam Preparation	Targeted revision	Confidence, exam stamina, weak-area intervention	Optional final PPE