

Media Studies	
Curriculum Intent	
The Eduqas GCSE Media Studies curriculum aims to develop students' critical understanding of the role media plays in contemporary society, culture and politics. Students will explore how media products construct meaning and influence audiences across a range of forms including television, film, music videos, advertising, newspapers, radio, social media and video games. Students will study set texts and unseen media to develop knowledge of media language, representation, audience and industry, applying key theoretical frameworks and contextual understanding. The course encourages students to become critical consumers of media and to understand how media shapes identity, values and beliefs. The curriculum also develops analytical, evaluative and creative skills, preparing students for both GCSE assessment and further study in media or creative subjects.	
Assessment, Marking and Feedback	
Assessment is continuous and designed to prepare students for the Eduqas GCSE examination structure. Students complete a range of written analytical tasks, timed responses and exam-style questions. Assessment focuses on the four key areas: • Media language • Representation • Audience • Industry and context Feedback is provided through: • Whole-class feedback • Written teacher comments linked to assessment objectives • Verbal feedback during lessons • DIRT (Dedicated Improvement and Reflection Time) tasks Students are expected to respond to feedback to improve their analytical depth and exam technique.	
Homework	
Homework is set regularly to reinforce knowledge and build exam skills. Tasks may include: • Revision of key concepts, terminology and theories • Exam-style questions and practice responses • Analysis of set texts and unseen media products • Research tasks linked to contexts, industries and case studies • Retrieval practice and knowledge quizzes Homework supports long-term retention and exam readiness.	
Links to National Curriculum / Syllabus Specifications	
<u>Key Stage 4 National Curriculum</u> The course supports national aims by developing: • Critical thinking and analysis • Understanding of media influence on society • Communication and written explanation skills • Evaluation of different viewpoints and representations <u>Eduqas GCSE Media Studies</u> Eduqas Media Studies GCSE The course is fully aligned with the Eduqas specification and develops knowledge of: • Media language	

- Media representations
- Media industries
- Media audiences
- Contexts of media production and reception

Students study a range of set products across media forms including advertising, newspapers, music videos, television, film, radio and online media.

Exam Support & Revision Resources

Students are supported through:

- Eduqas-specific knowledge organisers
- Exam practice question booklets
- Past paper-style assessments
- Model answers and mark scheme guidance
- Key theory summaries (e.g. Uses and Gratifications, reception theory, feminist theory)
- Online quizzes and revision platforms

Extracurricular and Enrichment Opportunities

Academic interventions

- Targeted revision sessions focused on Eduqas exam papers
- Small-group support for extended responses
- Pre-exam booster sessions

Extra-curricular clubs

- Film Club

Educational trips and visits

- Visits to media organisations or universities (where available)
- Industry workshops and creative arts experiences

Competitions

- Media campaign/poster design competitions

Interested to know more?

To read:

- Eduqas GCSE Media Studies specification and resources
- BBC Bitesize GCSE Media Studies
- The Guardian / BBC News (media case studies and current affairs)
- Revision guides aligned to Eduqas specification

To watch:

- BBC documentaries on media, culture and society
- TED Talks on media influence, advertising and representation
- Set text clips (e.g. *Friends*, *Modern Family*, *James Bond*, *Stormzy*, *Taylor Swift*)
- Music videos and advertising campaigns used in the specification

To listen:

- BBC Radio 4 (including *Desert Island Discs*)
- BBC Sounds podcasts (*The Media Show*, culture and news analysis)
- Music and radio content relevant to set artists and industry study

To visit:

- BBC websites and BBC Sounds platform
- Official media franchise websites (e.g. *James Bond*)
- News websites such as The Guardian and The Sun

- Social media platforms (Instagram, TikTok, YouTube) for real-world media analysis
- Streaming platforms for film, TV and music video study