

# APPROVAL CRITERIA FOR GCSE MEDIA STUDIES



**JULY 2016**

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This is a **Regulatory Document** under **Condition B7** of the *Interim Standard Conditions of Recognition (September 2015)*<sup>1</sup>: *Compliance with Regulatory Documents*.

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<sup>1</sup> <http://qualificationswales.org/regulation/monitoring-awarding-bodies/?lang=en&>

## Introduction

This document sets out the approval criteria for GCSE Media Studies. These have been developed through stakeholder engagement and public consultation. They include the requirements that an awarding body must meet when developing the specification and assessment materials for the qualification.

The approval criteria in this document will come into effect from 18 July 2016.

Qualifications Wales will only approve qualifications that meet all of the requirements set out in this document together with those set out in the *GCSE Qualification Approval Criteria*<sup>2</sup> and *Interim Standard Conditions of Recognition*<sup>3</sup>. In developing qualifications to meet these requirements awarding bodies must have regard to *Fair Access by Design*<sup>4</sup>.

Where the requirements of the Subject Approval Criteria set out in this document differ from those prescribed in the *GCSE Qualifications Approval Criteria* and the *Interim Standard Conditions of Recognition*, the requirements in this document will take precedence.

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<sup>2</sup> <http://qualificationswales.org/regulation/approved-and-designated-qualifications/gcse-approval-criteria-july-2016/?lang=en>

<sup>3</sup> <http://qualificationswales.org/regulation/monitoring-awarding-bodies/?lang=en&>

<sup>4</sup> <http://gov.wales/docs/dcells/publications/150727-fair-access-by-design-en.pdf>

## **Subject aims and objectives**

1. GCSE Media Studies specifications must enable learners to:
  - 1.1. develop critical thinking and decision-making skills through consideration of issues that are important, real and relevant to learners and to the world in which they live;
  - 1.2. develop their appreciation and understanding of the importance and role of the media in their daily lives;
  - 1.3. develop their practical skills through opportunities for personal engagement and creative media production;
  - 1.4. understand how to use key concepts and specialist subject-specific terminology to analyse media products;
  - 1.5. develop an understanding of media products in relation to their industry contexts;
  - 1.6. evaluate and reflect on their own practical work.

## **Subject content**

2. GCSE Media Studies specifications must reflect the subject aims and objectives in the content.

## **Knowledge and understanding**

3. GCSE Media Studies specifications require learners to demonstrate knowledge and understanding of the four key concepts of Media:
  - 3.1. media language: how forms, codes and conventions create meanings;
  - 3.2. media representation: how the media portray events, issues, individuals and social groups;
  - 3.3. media industries: production and distribution;
  - 3.4. media audiences: how audiences respond to and interact with media products and processes.

## **Media forms**

4. GCSE Media Studies specifications must require learners to study examples of all of the following media forms:
  - television
  - film
  - radio
  - newspapers
  - magazines
  - advertising and marketing
  - video games
  - music videos
  
5. GCSE Media Studies specifications must require learners to study relevant examples of media products to demonstrate, where appropriate, the relationship with online platforms.

## **Media products**

6. GCSE Media Studies specifications must be required to study in depth three contrasting media forms. For at least one of the media forms the media products to be studied and assessed must be set by the awarding body.
7. GCSE Media Studies specifications must provide learners with a choice of media products to study.
8. GCSE Media Studies specifications must require students to study contrasting media products which, taken together:
  - 8.1. possess cultural, social and historical significance;
  - 8.2. provide rich and challenging opportunities for interpretation and analysis, enabling students to develop a detailed understanding of how the media communicate meanings;
  - 8.3. include a Welsh dimension<sup>5</sup>;
  - 8.4. include products from different historical periods;
  - 8.5. include products intended for different audiences.

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<sup>5</sup> *Welsh dimension includes media products a) produced by the media industry in Wales, and/or b) set mainly in Wales and/or c) intended for a Welsh audience.*

*Rationale Required: On submitting the GCSE Media Studies proposals to Qualifications Wales for approval, the awarding body is required to provide rationale to explain how the media products to be studied and assessed meet the requirements of paragraph 8.*

## **Skills**

9. GCSE Media Studies specifications must require learners to demonstrate the ability to:
- 9.1. analyse and respond to media products/topics using key media concepts and terminology;
  - 9.2. research, plan and construct media products and evaluate those products;
  - 9.3. present ideas and arguments supported by evidence;
  - 9.4. use their knowledge and understanding of media products and concepts to inform their practical production work.

## **Assessment objectives**

10. The assessment of the knowledge, understanding, and skills required in the specification must target the following assessment objectives in line with the indicated weightings:

| <b>Objective</b> | <b>Requirements</b>   | <b>Weightings</b> |
|------------------|---|-------------------|
| <b>AO1</b>       | Demonstrate knowledge and understanding of the key concepts of media studies  | 30%               |
| <b>AO2</b>       | Apply knowledge and understanding of the key concepts of media studies to: <ul style="list-style-type: none"> <li>• analyse media products</li> <li>• evaluate their own practical work.</li> </ul> | 35%               |
| <b>AO3</b>       | Research, develop and create media products for an intended audience, by applying knowledge and understanding of concepts of media studies to communicate meaning.                                  | 35%               |

## **Scheme of assessment**

11. GCSE Media Studies will have 40% of assessment weighting allocated to non-examination assessment.
12. GCSE Media Studies specifications must require learners to produce one media production in response to a brief reviewed annually by the awarding body.
13. The non-examination assessment must be designed and set:
  - 13.1. on the basis that it should be completed by each Learner during periods of assessment totalling specified hours;
  - 13.2. to be taken under conditions specified by the awarding organisation, including, in particular, conditions which ensure that the evidence generated by each learner can be authenticated;
  - 13.3. to ensure that each learner is assessed on their individual contribution to the research, planning, development, creation and evaluation of one media production.
14. GCSE Media Studies must not be tiered.
15. GCSE Media Studies must be linear.

*Rationale Required: On submitting the GCSE Media Studies proposals to Qualifications Wales for approval, the awarding body is required to explain:*

- *its approach to reviewing the assessment brief annually;*
- *how its assessment arrangements will secure the requirements of paragraph 14.*

**Further  
information**

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