

GCSE MEDIA STUDIES



**Summary of decisions and analysis of responses
to our consultation on reforming GCSE Media
Studies for first teaching in September 2017**

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Executive Summary

Between 4 April and 15 May 2016, Qualifications Wales consulted on proposals for a reformed GCSE Media Studies qualification to be Approved for first teaching in Wales from September 2017. A copy of the consultation proposals and questions is available at [this link](#).

In July 2016 we published *Approval Criteria for GCSE Media Studies (2016)*¹, which set out the detailed requirements for how the reformed qualification should be designed and assessed. The requirements are informed by the responses to our consultation and by views expressed by learners through a supplementary engagement exercise.

This report summarises the responses we received to the consultation of the proposals and explains the decisions that we took in light of these, which are reflected in the *Approval Criteria for GCSE Media Studies (2016)*¹.

This report is available in English and in Welsh. Respondents' comments have been translated, where appropriate, in accordance with the language of the report.

Percentages used throughout this document have been rounded to the nearest whole number.

Background

GCSE Media Studies is being reformed in Wales for first teaching from September 2017, as part of a wider programme of reforms to GCSEs, AS and A levels. The only awarding body who will develop and offer the reformed GCSE Media Studies qualification in Wales will be WJEC, as it is the only awarding body who has agreed to develop reformed GCSEs designed specifically for award in Wales.

The proposals on which we consulted were developed through engagement with a number of stakeholders including the awarding body WJEC, schools and further education institutions (FEIs), higher education institutions (HEIs) and the Welsh Government (WG).

Summary of proposals and decisions

Aims and Objectives

We proposed a set of aims and objectives for the reformed qualification. In the Approval Criteria, we have made some small amendments to the final wording of the subject aims and objectives to improve the clarity of the statements.

¹ [Approval Criteria for GCSE Media Studies](#)

Subject Content

We proposed a set of knowledge and understanding requirements for the reformed qualification. In the Approval Criteria, we have added additional detail to the subject content.

Media Products

We have adopted the proposed media products on which we consulted on.

Skills

We proposed the detail of the skills requirements in the reformed qualification. We have decided to make small amendments to these which are reflected in the Approval Criteria.

Assessment Objectives

For the purpose of clarity we have made minor amendments to the proposed assessment objectives and weightings on which we consulted.

Assessment

As we proposed, the qualification will not be tiered and will be assessed through the methods consulted on.

Consultation responses

In total, 6 respondents completed all, or part of, the online consultation for GCSE Media Studies. Of these, the majority of respondents identified themselves as teachers.

Subject aims and objectives

For the reformed GCSE Media Studies, we proposed adopting the following aims and objectives:

GCSE Media Studies must enable learners to:

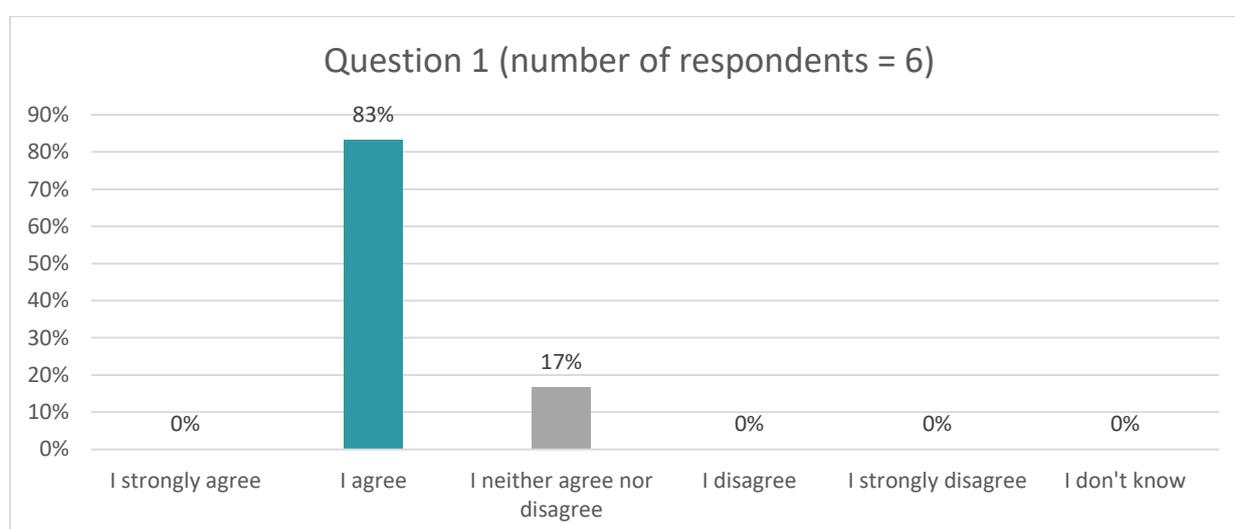
- develop enquiry, critical thinking and decision-making skills through consideration of issues that are important, real and relevant to learners and to the world in which they live;
- develop their appreciation and critical understanding of the media and its role in their daily lives;
- develop their practical skills through opportunities for personal engagement and creativity;
- understand how to use theoretical concepts and specialist subject-specific terminology to analyse media products and their various contexts;
- evaluate and reflect on their own work.

In our consultation, we asked:

Q1: To what extent do you agree/disagree with the proposed subject aims for the GCSE Media Studies in Wales?

As illustrated in Chart 1 below, the majority (83%) of respondents agreed with the proposed subject aims and objectives, with the remaining respondents neither agreeing nor disagreeing.

Chart 1. Responses to question 1 of the GCSE Media Studies consultation.



Following the consultation we made a number of small amendments to the subject aims to improve clarity of the statements. The subject aims and objectives reflected within the *Approval Criteria for GCSE Media Studies (2016)* are:

- GCSE Media Studies specifications must enable learners to:
 - 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;
 - develop their appreciation and understanding of the importance and role of the media in their daily lives;
 - develop their practical skills through opportunities for personal engagement and creative media production;
 - understand how to use key concepts and specialist subject-specific terminology to analyse media products;
 - develop an understanding of media products in relation to their industry contexts;
 - evaluate and reflect on their own work.

Subject Content - Knowledge and understanding

We proposed that the knowledge and understanding required in the new GCSE Media Studies specifications should be the following:

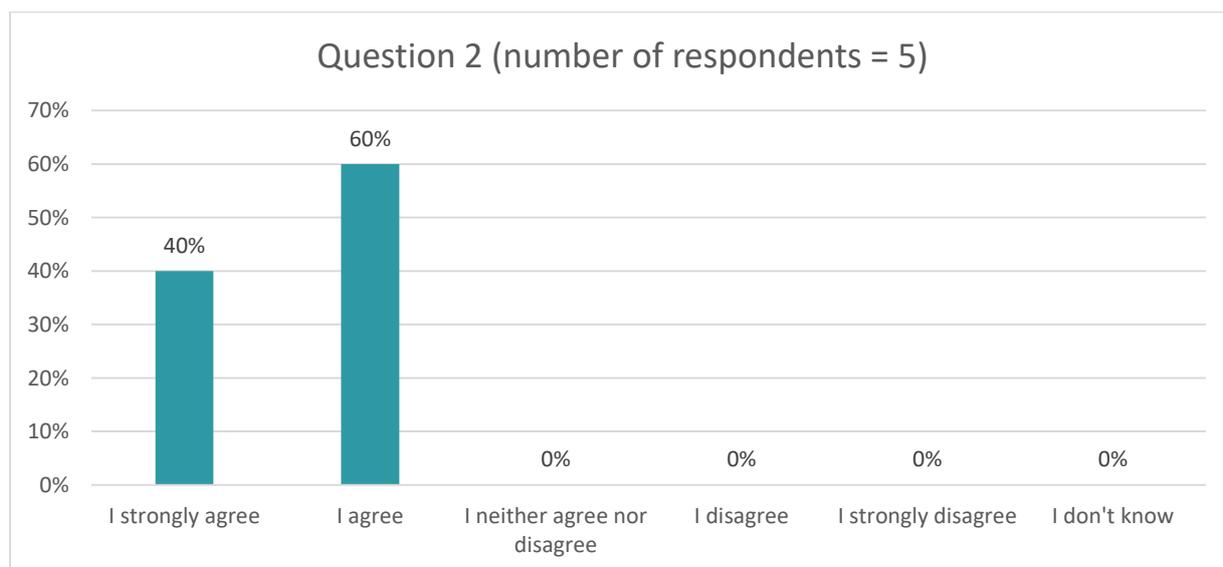
- how media forms, codes and conventions create meanings;
- representation in the media: how the media portray events, issues, individuals and social groups;
- contexts of media production, distribution and consumption;
- how different audiences/users respond to and interact with media products and processes;
- media products, concepts and contexts, to inform their practical production work;
- media technologies.

In our consultation, we asked:

Q2: To what extent do you agree/disagree with the proposed knowledge and understanding requirements for the new GCSE Media Studies in Wales?

As Chart 2 below shows, all those who responded to question 1 agreed or strongly agreed with the proposed knowledge and understanding requirements.

Chart 2. Responses to question 2 of the GCSE Media Studies consultation.



Following the consultation, we made a number of small amendments to the wording of the knowledge and understanding to improve clarity. Therefore, the knowledge and understanding reflected in the *Approval Criteria GCSE Media Studies* are:

- 3.1. media language: forms, codes and conventions create meanings;
- 3.2. media representation: how the media portray events, issues, individuals and social groups;
- 3.3. media industries: distribution and consumption, including the media in Wales;
- 3.4. media audiences: how users respond to and interact with media products and processes.

Media Forms

We proposed that the new GCSE Media Studies specification in Wales should require all learners to study all of the media forms listed below and that, where appropriate, a Welsh perspective should be included in the study.

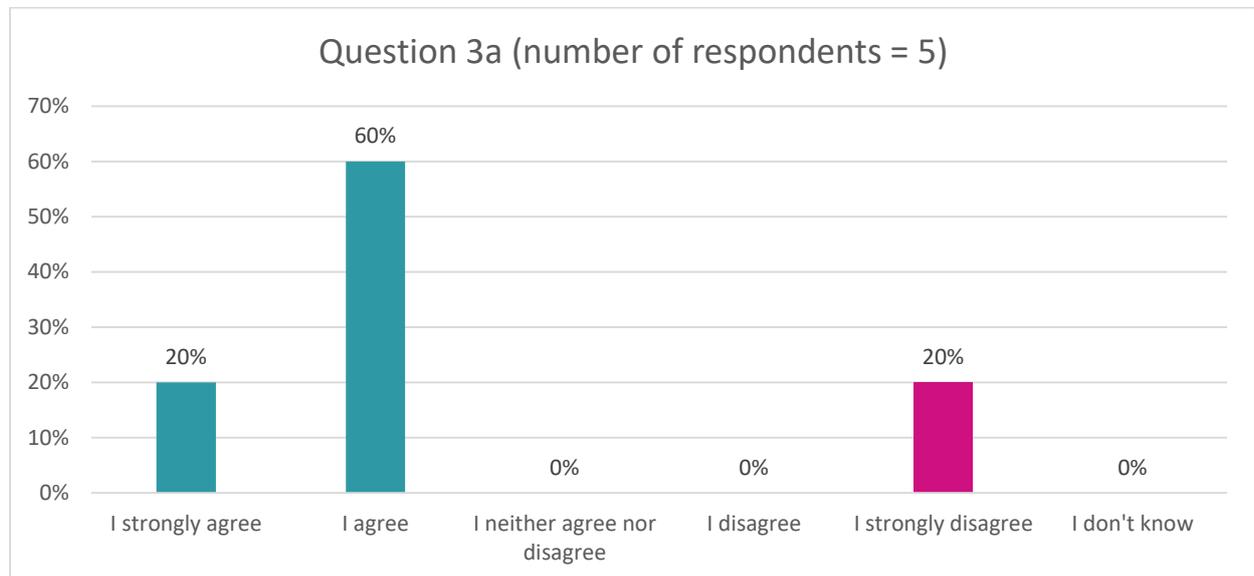
- television
- film
- radio
- newspapers
- magazines
- advertising and marketing
- online, social and participatory media
- video games
- music video

In relation to media forms, we asked:

Q3a: To what extent do you agree/disagree that learners should be required to study all the media forms proposed through their study?

As indicated in Chart 3 below, the majority (80%) of respondents agreed or strongly agreed with the proposal, with other respondents (20%) strongly disagreeing.

Chart 3. Responses to question 3a of the GCSE Media Studies consultation.



- Of the respondents who agreed or strongly agreed with the proposal, one stated that there was “broad spectrum covered”.
- The respondent who strongly disagreed stated “I think time would be an issue if we had to study all these in detail, particularly with the added burden of including a Welsh perspective. It would be better to select four from the list. Covering them all would be superficial. Better to do fewer, in more depth”.

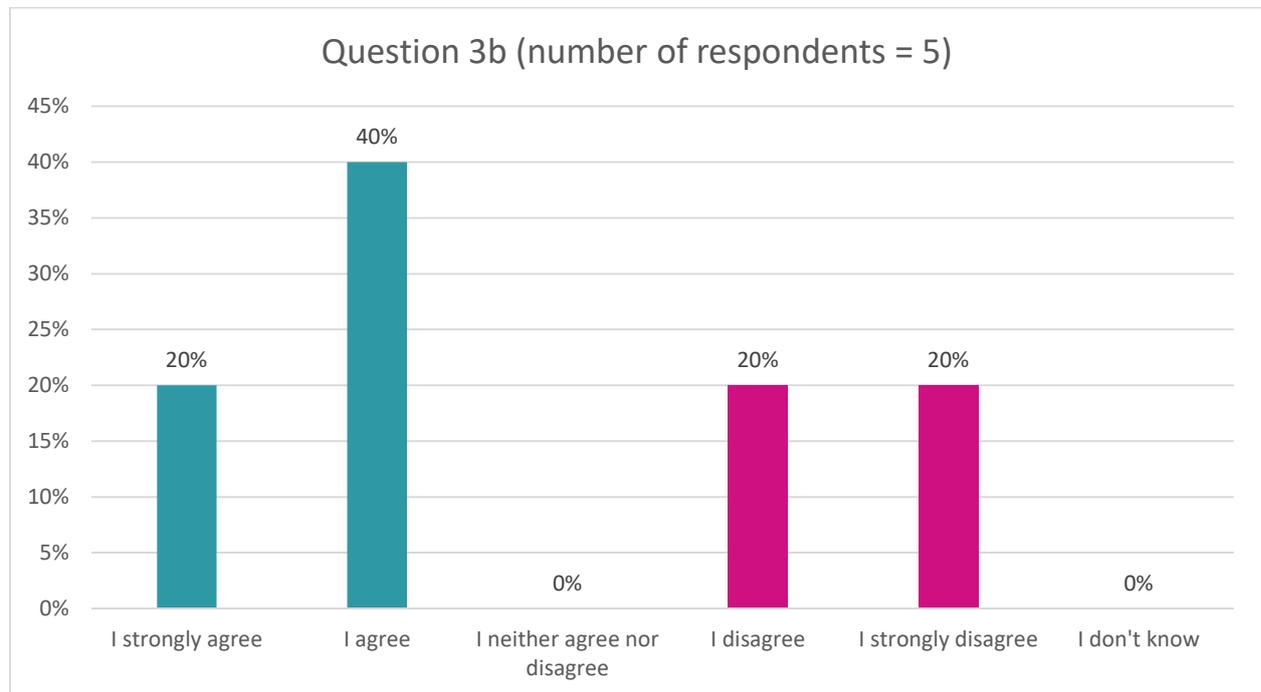
Following the consultation, we have decided to remove ‘online, social and participatory media’ from the list of required forms as they are a platform for a number of the other forms prescribed. This is reflected in the published *Approval Criteria GCSE Media Studies (2016)*¹.

In relation to Welsh perspective in media forms, we asked:

Q3b: To what extent do you agree/disagree that media forms should include a Welsh perspective where appropriate?

As shown in Chart 4 below, the majority (60%) of respondents agreed or strongly agreed with the proposal, whereas 40% disagreed or strongly disagreed.

Chart 4. Responses to question 3b of the GCSE Media Studies consultation.



- Of the respondents who disagreed or strongly disagreed with the proposal, respondents stated:
 - “Media is the study of communication in all of its forms and this should allow the learners regard media as a whole not by a small region”
 - “For time consideration and practicality, I think that teachers should make a choice of two media forms to include a Welsh perspective”.

The published *Approval Criteria for GCSE Media Studies (2016)*¹ reflects the proposal and the majority view of respondents.

Media Products

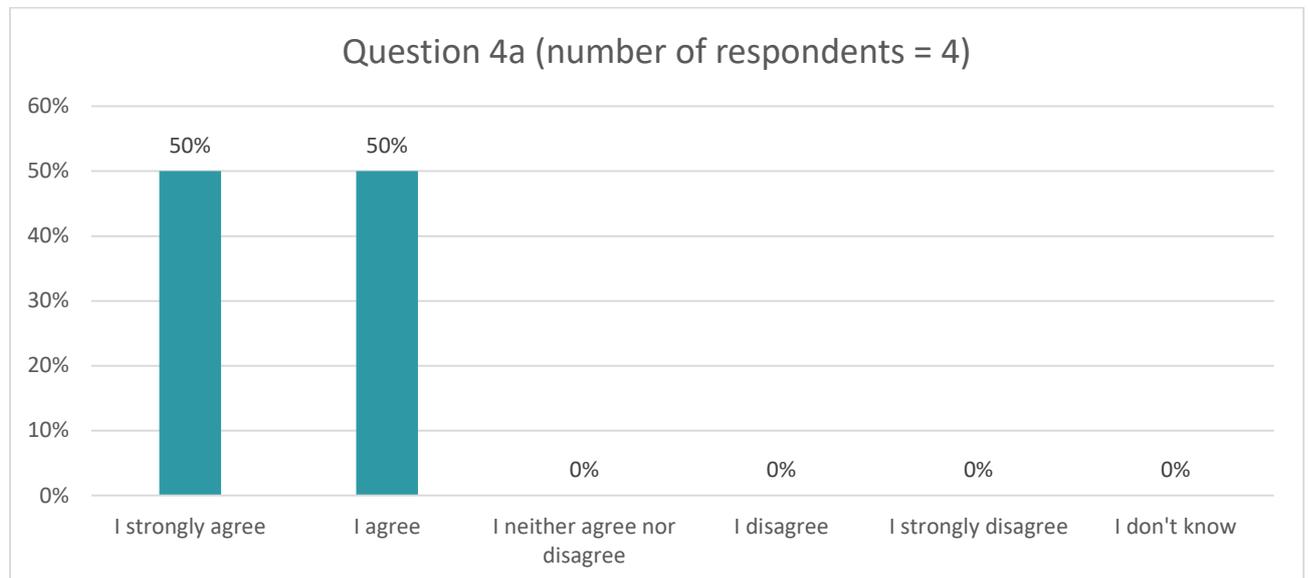
We proposed that the reformed GCSE Media Studies in Wales should require learners to study in depth at least one audio/visual, one print and one online media form through contrasting media products set by the awarding body.

In relation to media products we asked:

Q4a: To what extent do you agree/disagree that the subject content for GCSE Media Studies in Wales should include set products and study in depth at least one audio/visual, one print and one online form?

Chart 5 below, shows all those who responded to question 4a agreed or strongly agreed with the proposal.

Chart 5. Responses to question 4a of the GCSE Media Studies consultation.



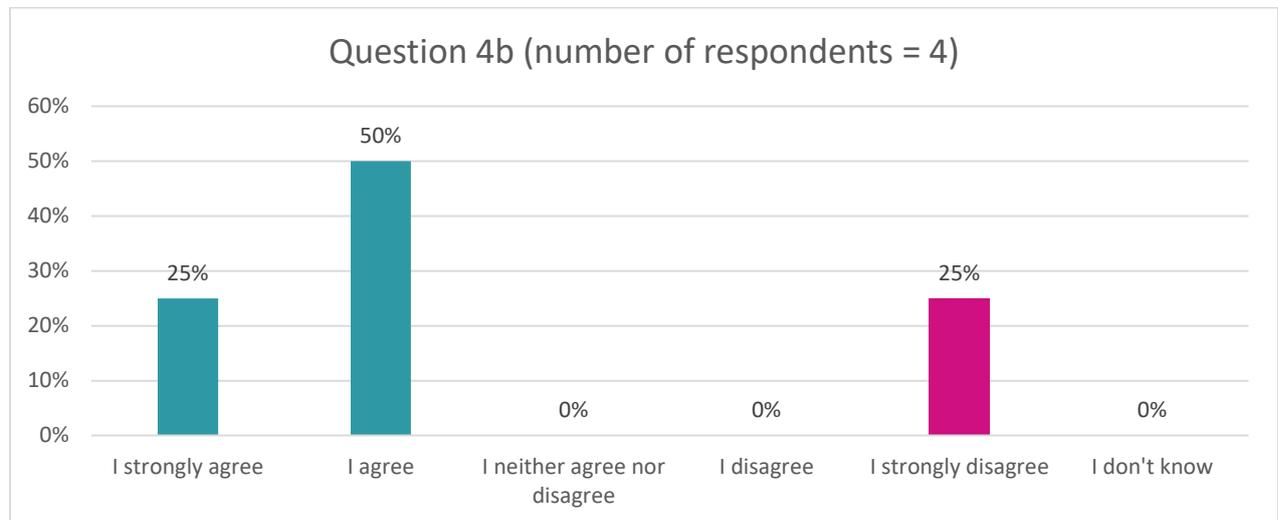
Following the consultation, we have decided that learners must be required to study in depth three contrasting media forms. For one of the media forms the media product must be set by the awarding body. This is reflected in the *Approval Criteria for GCSE Media Studies (2016)*¹.

In relation to media products, we also asked:

Q4b: To what extent do you agree/disagree that GCSE Media Studies in Wales should include the requirement for media products to encompass a range of structures, forms, historical periods and intended audiences?

As shown in Chart 6 below, the majority of respondents (75%) agreed or strongly agreed with the proposal, the remaining respondents (25%) strongly disagreed.

Chart 6. Responses to question 4b of the GCSE Media Studies consultation.



- A respondent who strongly disagreed with the proposal stated that they feel “the study of media should focus on more contemporary elements than historical...Media studies should focus upon audience, genre, representation and narrative”.

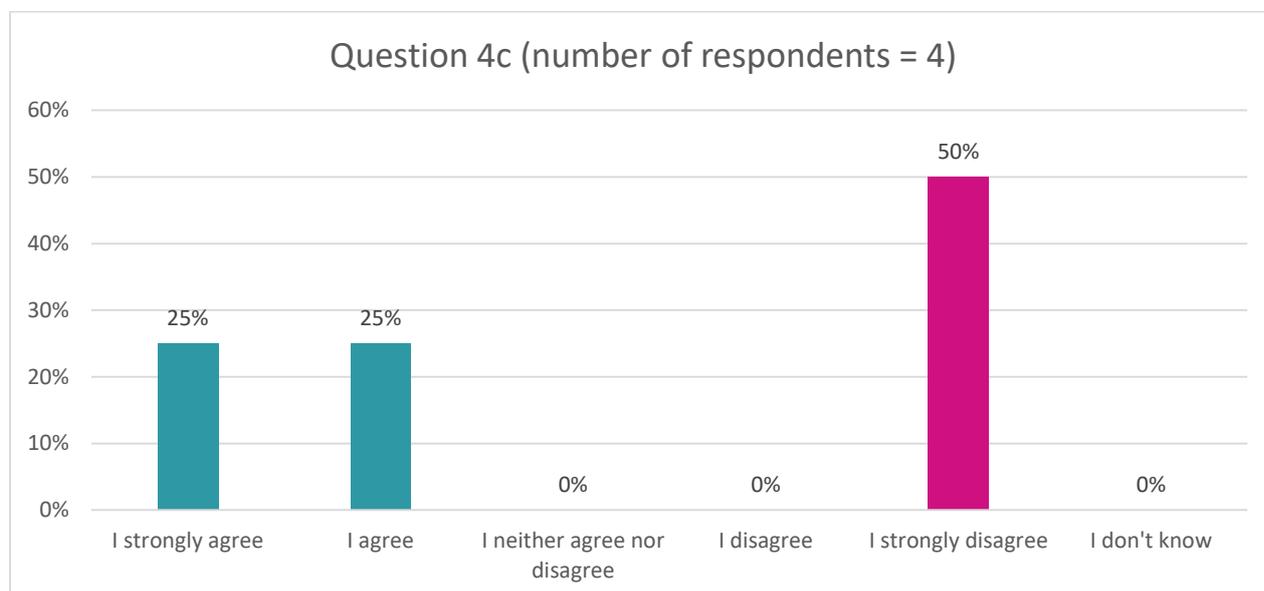
The published *Approval Criteria for GCSE Media Studies (2016)*¹ reflects the proposal and the majority view of respondents.

In relation to media products, we also asked:

Q4c: To what extent do you agree/disagree that GCSE Media Studies in Wales should include the requirement for at least one English medium and one Welsh medium product to be studied?

As illustrated in Chart 7 below, 50% of respondents agreed or strongly agreed with the proposal and 50% strongly disagreed.

Chart 7. Responses to question 4c of the GCSE Media Studies consultation.



- Of the respondents who strongly disagreed with the proposal, respondents stated:
 - that it would be “problematic” and a “Welsh angle product” may be more appropriate.
 - “classes would find the study of Welsh language media text difficult and disheartening”.

The published *Approval Criteria GCSE Media Studies (2016)*¹ reflects the proposal and the majority view of respondents.

Skills

We proposed that all specifications in GCSE Media Studies must require learners to develop the ability to:

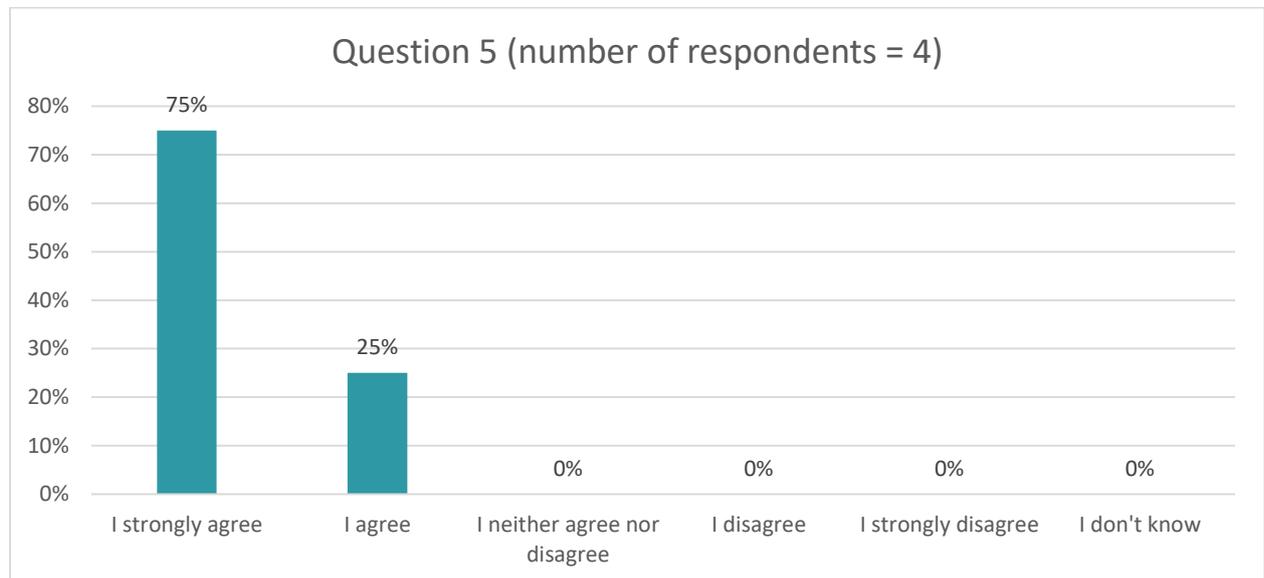
- analyse and respond to media texts/topics using key media concepts and terminology;
- research, plan and construct media products and evaluate those products and processes;
- present ideas and arguments supported by evidence.

In our consultation, we asked:

Q5: To what extent do you agree/disagree that GCSE Media Studies in Wales should include the skills requirement of the current specification?

As indicated in Chart 8 below, all respondents agreed or strongly agreed with the proposal.

Chart 8. Responses to question 5 of the GCSE Media Studies consultation.



Following the consultation, we have made a small amendment to the skills requirements, these amendments are as follows:

10.1 The phrase 'media texts/topics' has been replaced with 'media products/topics2.

The addition of:

10.4. use their knowledge and understanding of media products, concepts and to inform their practical production work.

The published *Approval Criteria GCSE Media Studies (2016)*¹ reflects the proposal and the majority view of respondents.

Assessment objectives

We proposed the following assessment objectives and weightings for the reformed GCSE Media Studies in Wales:

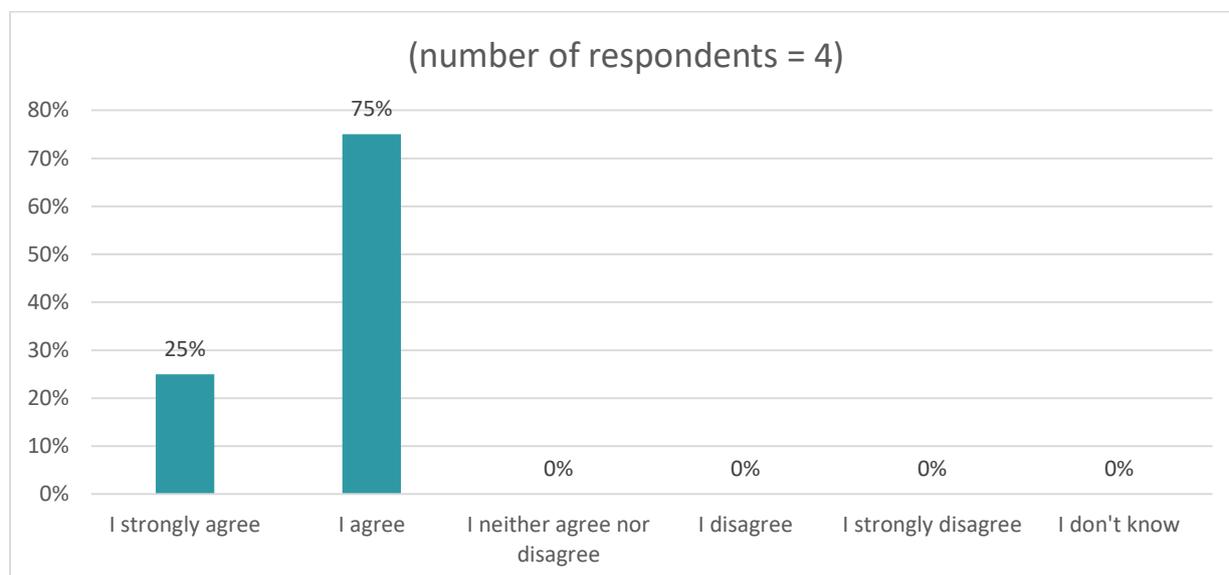
	Assessment objective	Weighting
AO1	Demonstrate knowledge and understanding of: <ul style="list-style-type: none">• the theoretical concepts of media studies• contexts of media and their influence on media products and processes	30%
AO2	Apply knowledge and understanding of the conceptual framework of media studies to: <ul style="list-style-type: none">• analyse media products, including in relation to their contexts• evaluate their own practical work	35%
AO3	Develop and create media products for an intended audience, by applying knowledge and understanding of the conceptual framework of media studies to communicate meaning	35%

In our consultation, we asked:

Q6: To what extent do you agree/disagree that the assessment objectives proposed should be adopted for GCSE Media Studies specifications for Wales?

Chart 9 below, shows all those who responded to question 6 agreed or strongly agreed with the proposed assessment objectives.

Chart 9. Responses to question 6 of the GCSE Media Studies consultation.



Following the consultation, and to assist with understanding, we have added points of clarification to the assessment objectives and have removed references to the 'conceptual framework' of media studies, replacing it with 'key concepts' of media studies. The assessment objectives have been amended to the following:

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

The amended assessment objectives and weightings are reflected in the published *Approval Criteria for GCSE Media Studies (2016)*¹

Non examination assessment (NEA)

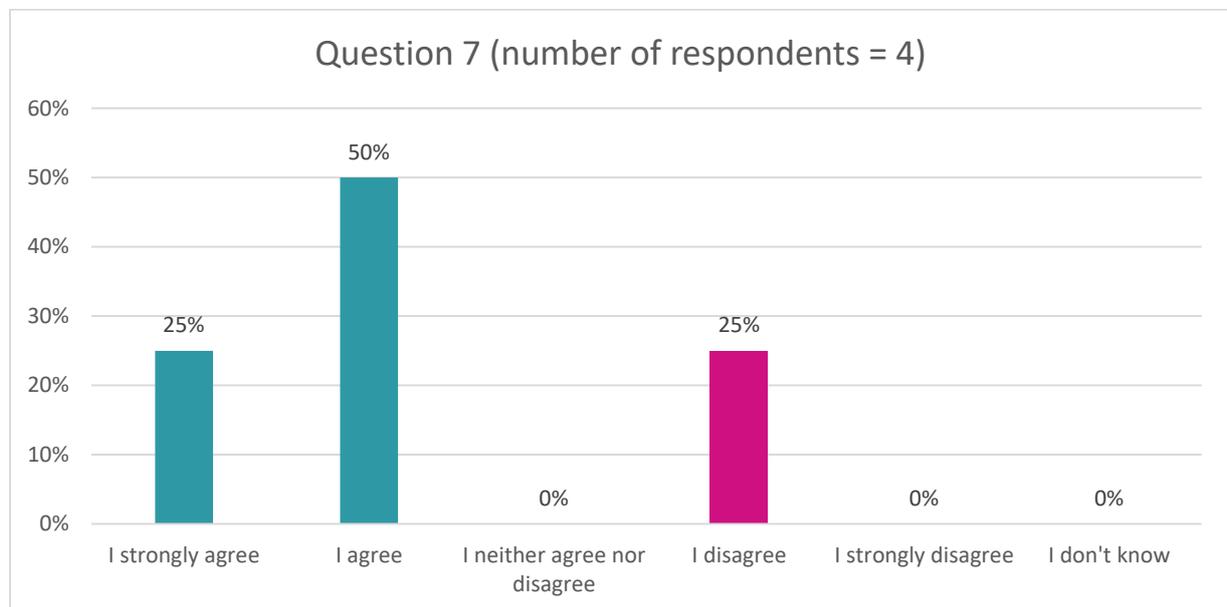
We proposed that non examination assessment should constitute 40% of the overall assessment of the new GCSE Media Studies qualification for Wales.

In our consultation, we asked:

Q7: To what extent do you agree/disagree with the proposed NEA weightings for GCSE Media Studies in Wales?

As shown in Chart 10 below, 75% of respondents agreed or strongly agreed with the proposal, whereas the remaining 25% of respondents disagreed.

Chart 10. Responses to question 7 of the GCSE Media Studies consultation.



- A respondent who disagreed with the proposal stated “More value for coursework at times-allows skill sets to grow and a multi-sensory approach to learning.

The proposed NEA weightings are reflected in the published *Approval Criteria for GCSE Media Studies*.

Non-examination assessment requirements

We proposed the following requirements for the NEA component of the reformed GCSE Media Studies in Wales:

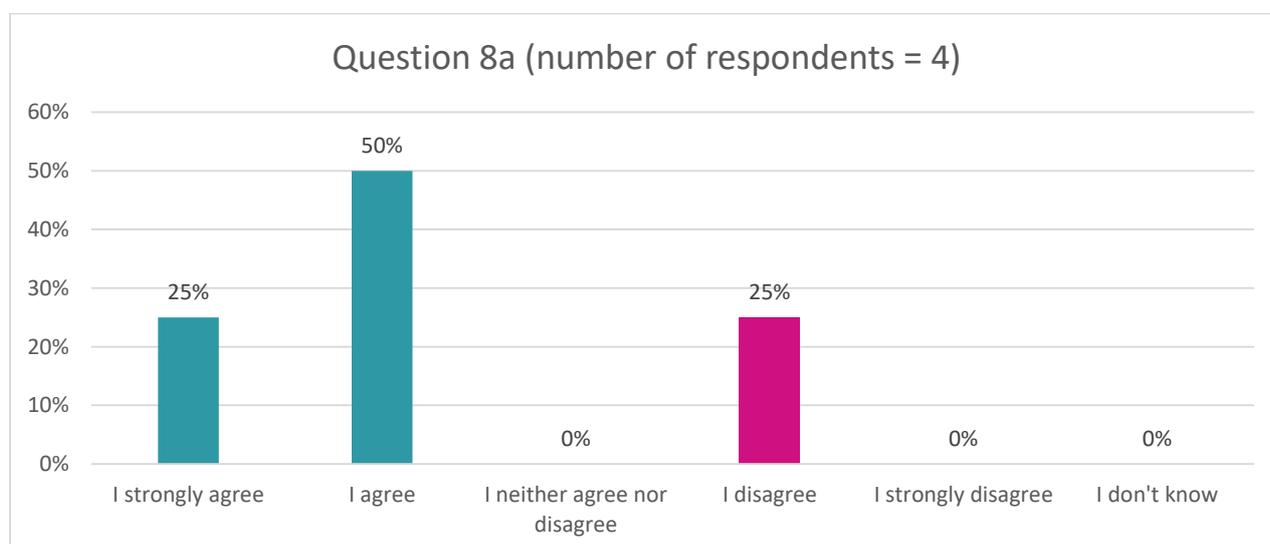
Qualification	Proposed requirements for Wales
GCSE	One media production with assessment of individual research, development and reflection, applying knowledge and understanding of media language and representation. Briefs set by awarding body and reviewed every year.

In relation to NEA assessment requirements, we asked:

Q8a: To what extent do you agree/disagree with the proposed requirements for non examination assessment for GCSE Media Studies in Wales?

Chart 11 below, shows 75% of respondents agreed or strongly agreed with the proposal, with the remaining 25% of respondents disagreeing.

Chart 11. Responses to question 8a of the GCSE Media Studies consultation.



- Of the respondents who agreed or strongly agreed with the proposal, one stated “Group work is essential and reflects industry practices”.
- A respondent who disagreed with the proposal stated “it is more advantageous to both the learners and teaching staff to be able to decide upon the brief for the media production task each year. The expertise of the teacher can therefore be utilised rather than a new focus of study each year leading to vastly different learner outcomes”.

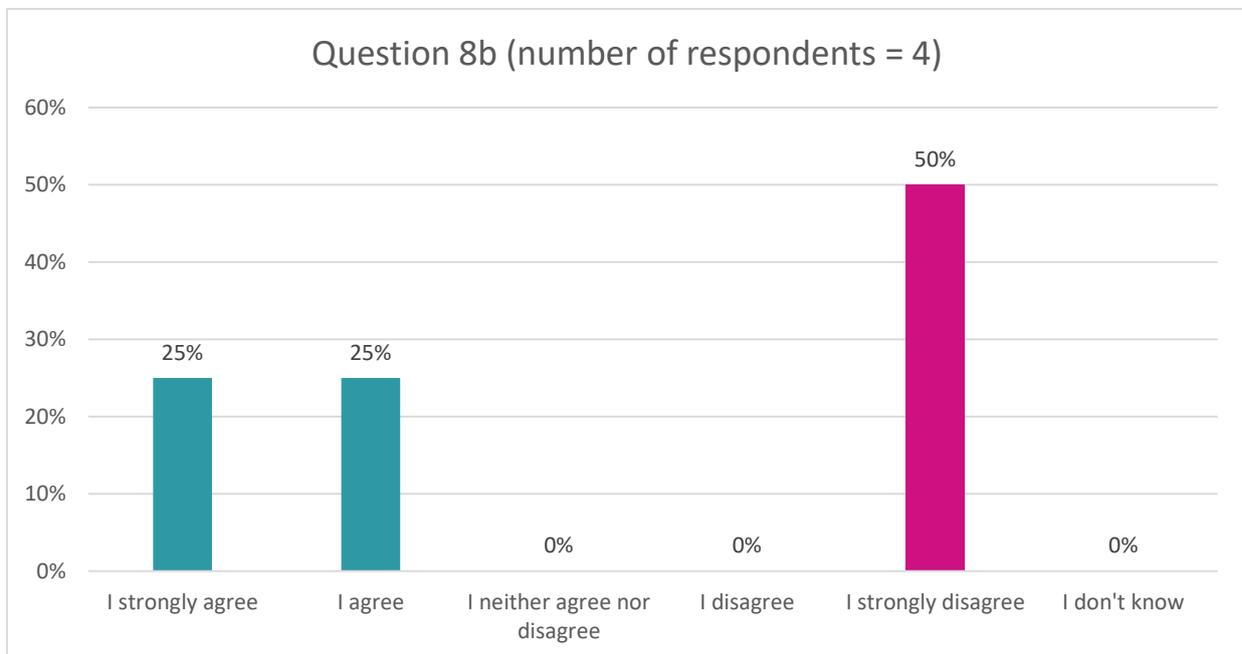
The published *Approval Criteria GCSE Media Studies (2016)*¹ reflects the proposal and the majority view of respondents.

In relation to non-examination assessment, we also asked:

Q8b: To what extent do you agree/disagree that the media production can be an individual or group task for GCSE Media Studies in Wales?

As indicated in Chart 12 below, 50% of respondents agreed or strongly agreed with the proposal, whereas 50% of respondents strongly disagreed.

Chart 12. Responses to question 8b of the GCSE Media Studies consultation.



- Of the respondents who strongly disagreed with the proposal, respondents stated:
 - “I believe it should be an individual task where the effort, understanding and ability of the learner is graded”.
 - “Group work facilitates such important skills needed within our industry”.

We have decided that the media production can be an individual or group task. This is reflected in the *Approval Criteria GCSE Media Studies (2016)*¹.

Tiering

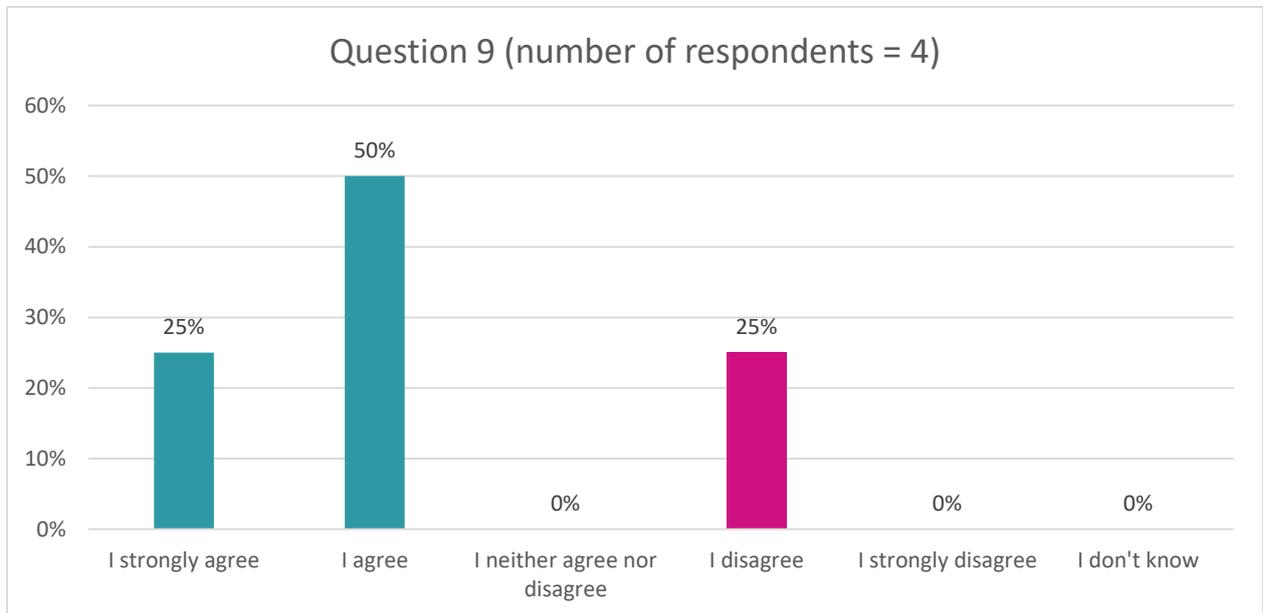
We proposed that the reformed GCSE Media studies will not be tiered.

In our consultation, we asked:

Q9: To what extent do you agree/disagree with the proposal that GCSE Media Studies will not be tiered?

As illustrated in Chart 13 below, the majority (75%) of respondents agreed or strongly agreed with the proposal that GCSE Media Studies will not be tiered, the remaining respondents (25%) disagreed.

Chart 13. Responses to question 9 of the GCSE Media Studies consultation.



The published *Approval Criteria for GCSE Media Studies (2016)*¹ reflects the proposal and the majority view of respondents.

Support and Resources

In all our consultations, we asked respondents the following question:

What support and resources do you feel centres and teachers may require to achieve maximum readiness to deliver the revised specification? Please provide comments

Those who responded to this question highlighted, amongst others:

- the need to provide textbooks and online resources,
- centrally organised INSET training and CPD events.
- better availability of a variety of sample assessment materials and model answers

We will share the points raised with the awarding body, consortia and Welsh Government.

Impact on individuals with protected characteristics

In all our consultations, we asked respondents the following question:

Please highlight below if you feel any of this proposal has the potential to have a positive or negative impact on individuals with protected characteristics and whether any of the proposal would cause accessibility issues for learners in Wales.

For the reformed GCSE Media Studies consultation, no respondents highlighted any positive or negative impacts on individuals with specific protected characteristics.

Further information

Enquiries about this document should be directed to:

Enquiries
Qualifications Wales
Q2 Building
Pencarn Lane
Imperial Park
Coedkernew
Newport
NP10 8AR

Enquiries@qualificationswales.org