

GCSE MEDIA STUDIES

Your creativity. Your voice. Your future.

A two-year journey exploring the media, its industries and your creative potential.



YEAR 1

Foundations, Key Frameworks & Coursework (NEA)



Build your knowledge.
Develop your skills.
Create your voice.



AUTUMN TERM

The Media Toolkit & Advertising



Theoretical Framework

- Semiotics, connotations, codes & genre
- Representations of gender, ethnicity & identity



Advertising & Marketing

- Analyse AQA Close Study Products (CSPs)
- Print and online charity/commercial adverts



Practical Skills

- Digital design tools, camera framing, typography and page layout



SPRING TERM

Magazines, Newspapers & Digital Media



Magazines & Print Media

- Set magazine CSPs
- Target audiences, ownership models
- Visual representations



Newspapers & Online Platforms

- Analyse front pages and websites
- News values, press regulation (IPSO)
- Ownership and user-generated content



Mid-Year Checkpoint

- Section A exam questions
- Unseen media text analysis
- 12-mark comparative essays



SUMMER TERM

Launching Your NEA Coursework



Unpacking the AQA Brief

- Analyse official AQA NEA briefs
- Select your production pathway



Research & Pre-Production

- Statement of Intent
- Target audience profiles
- Mood boards & storyboards/flat plans



Production & Year 1 Mock

- Location reces, photo shoots, asset creation
- Year 1 Mock Exam (Paper 1 topics)



YEAR 2

Moving Image, Industries & Exam Success



Go deeper.
Think critically.
Achieve your best.



AUTUMN TERM

NEA Finalisation & Moving Image



NEA Submission (30% of GCSE)

- Post-production editing, layout design, audio/visual refining
- Submit final product + Statement of Intent



Television Drama

- Set TV drama CSPs
- Narrative structures, character representation, genre conventions, audience appeal



SPRING TERM

Music Video, Radio & Gaming



Music Videos & Radio

- Analyse music videos across different eras
- Public service vs commercial broadcasting
- Synergy and technological convergence



Video Games & Film Marketing

- Production, distribution, regulation (PEGI)
- Active gaming audiences
- Full film marketing campaigns



Full Mock Exams

- Papers 1 and 2 under exam conditions



SUMMER TERM

Revision & Final AQA Exams



Synoptic Revision

- Link theory to real-world contexts
- Social, cultural, political & economic contexts across all CSPs



Unseen Text Mastery

- Speed-analysis techniques for unseen layouts (Paper 1)



Final Exams

- Paper 1 (1 hr 35 mins / 35%):
Print, Advertising, Magazines, Newspapers, Video Games & Film
- Paper 2 (1 hr 35 mins / 35%):
Television, Music Video & Radio



HOW YOU ARE ASSESSED



Paper 1 Exam (35%)

Print, Web, Gaming & Unseen Texts
1 hr 35 mins written exam



Paper 2 Exam (35%)

Moving Image, TV, Music Video & Radio
1 hr 35 mins written exam



Non-Exam Assessment (NEA) (30%)

Practical Coursework Production +
Statement of Intent
Individual practical project