



Eduqas WJEC GCSE Media Unit Content Guide

The image shows a screenshot of the Eduqas WJEC GCSE Media Studies Unit 3 NEA 5 Lessons content guide interface. The interface is divided into several sections:

- Menu:** A vertical list of tasks and lessons, including Task 1A, Lesson Objectives, Eduqas WJEC GCSE NEA, and various tasks (Task 1B, Task 2A, Task 2B, Task 3A).
- Task 19: Film Promotion Format:** This section includes a yellow box with the instruction "Select a product similar to the brief you have chosen/are considering" and a pink box stating "This is an exemplar – apply these scaffold tasks to a teen music magazine/site of your own choosing". Below this is a brief for "The Mummy (Universal) the Blu-ray and poster campaign targeted at the action-adventure demographic, with specific focus on younger males and Tom Cruise fans." A pink box at the bottom of this section reads "Film promotion format".
- Task 35: Music Video Format:** This section includes a yellow box with the instruction "Select a product similar to the brief you have chosen/are considering" and a pink box stating "This is an exemplar – apply these scaffold tasks to a teen music magazine/site of your own choosing". Below this is a brief for "Formation (Beyoncé) is the glossy impressionistic narrative music video aimed at the R&B and Beyoncé demographic. It uses the backdrop of the aftermath of Katrina in New Orleans." A pink box at the bottom of this section reads "Music video format".
- Analysis Questions:** A yellow box contains two questions: "How is your selected video made contemporary?" and "How is this constructed by the use of media language – the powerful imagery, the political message/values of Beyoncé regarding ethnic victims of Katrina and wider issues of violence against Black Americans: links to historic abuse and racism etc." Another yellow box contains the question: "How is the representation of contemporary American society made realistic and relatable for the target audience?"
- YouTube Link:** A blue link is provided: https://www.youtube.com/watch?v=WDZJPJV_bQ
- Navigation:** "PREV" and "NEXT" buttons are visible at the bottom right.

Eduqas WJEC GCSE Products	Assessment Sector	Framework	Context	Edusites Unit
<i>Pride</i> (November 2015) <i>GQ</i> (July 2016)	Magazines Component 1 Section A	Language Representation	Social Cultural Political Historical	Unit 1
<i>Quality Street</i> Print Advertisement (1956)	Advertising and Marketing Component 1 Section A	Language Representation	Social Cultural Political Historical	Unit 1
<i>This Girl Can</i> Print Advertisement (2015)	Advertising and Marketing Component 1 Section A	Language Representation	Social Cultural Political Historical	Unit 1
<i>The Man with the Golden Gun</i> film poster (1974) <i>Spectre</i> film poster (2015)	Advertising and Marketing Component 1 Section A	Language Representation	Social Cultural Political Historical	Unit 2
<i>The Guardian</i> – front page 4 Sep 2015 <i>The Sun</i> – front page 18 Dec 2013	Newspapers Component 1 Sections A and B	Language Representation Industries Audiences	Social Cultural Political Historical	Unit 2
<i>The Sun</i> website <i>The Archers</i> website	Newspapers Component 1 Section B Radio Component 1 Section B	Language Representation Industries Audiences	Social Cultural Political Historical	Unit 3
<i>Spectre</i> website <i>Pokemon Go</i> website	Film (industries only) Component 1 Section B Video Games Component 1 Section B	Language Representation Industries Audiences	Social Cultural Political Historical	Unit 3
Option 1: Television Crime Drama <i>Luther</i> , Series 1, Episode 1 (2015) BBC Plus a ten minute extract from: <i>The Sweeney</i> , Series 1, Episode 1 (1975) ITV	Television: Crime Drama or Sitcom Component 2 Section A	Language Representation Industries Audiences	Social Cultural Political Historical	Unit 5 Primary Focus
Option 2: Sitcom <i>The IT Crowd</i> , Season 4, Episode 2: <i>The Final Countdown</i> (2010) Channel 4 Plus a ten minute extract from: <i>Friends</i> , Season 1, Episode 1 (1994)	Television: Crime Drama or Sitcom Component 2 Section A	Language Representation Industries Audiences	Social Cultural Political Historical	Secondary focus in Unit 5
Contemporary music videos: Either Katy Parry, <i>Roar</i> (2013) Or Taylor Swift, <i>Bad Blood</i> (2014) AND Either Pharrell Williams, <i>Freedom</i> (2015) Or Bruno Mars, <i>Uptown Funk</i> (2014)	Music Video and Online Media Component 2 Section B	Language Representation Industries Audiences	Social Cultural Political Historical	Unit 4
Music videos from 80s and early 90s: Either Duran Duran, <i>Rio</i> (1982) Or Michael Jackson, <i>Black or White</i> (1991)	Music Video and Online Media Component 2 Section B	Language Representation Industries Audiences	Social Cultural Political Historical	Unit 4
Online Media: Either Katy Perry website Or Taylor Swift website AND Either Bruno Mars website Or Pharrell Williams website	Music Video and Online Media Component 2 Section B	Language Representation Industries Audiences	Social Cultural Political Historical	Unit 4

Unit 1 Media Language - Complete

Core Lessons

- Eduqas Core Unit 1 Media language Introduction
- **Lesson 1:** Approaches to Developing Analysis - Deep Water
- **Lesson 2:** Denotation & Connotation - Captain America and Skyfall
- **Lesson 3:** Context - Denotation & Connotation - Bad Boy 3
- **Lesson 4:** Context - Denotation & Connotation - Samsung & Toyota
- **Lesson 5:** Icons - Denotation & Connotation - Dove, Heat and Gap
- **Lesson 6:** Context - Polysem & Anchorage - Beckham and Linekar
- **Lesson 7:** Semiotics - KitKat
- **Lesson 8:** Summary - Convention - Sky & Crime Drama
- **Lesson 9:** Summary - Convention - Magazine Front Covers
- **Lesson 10:** Mise-En-Scene - Shots and Framing
- **Lesson 11:** Mise-En-Scene - Diabetic/Non Diabetic Sound
- **Lesson 12:** Mise-En-Scene - Editing
- **Lesson 13:** Mise-En-Scene - Setting, Costume and Lighting
- **Lesson 14:** Narrative - Patterns - Todorov
- **Lesson 15:** Narrative - Patterns - Propp
- **Lesson 16:** Narrative - Style - Todorov
- **Lesson 17:** Narrative - Style - Todorov
- **Lesson 18:** Narrative - Theory - Binary Opposition Levi Strauss
- **Lesson 19:** Narrative - Location
- **Lesson 20:** Learning Review

Set Product Lessons

- **Lesson 1:** Introduction to the Examination
- **Lesson 2:** Tech Codes, Selection & Anchorage - Pride & GQ
- **Lesson 3:** Magazine Construction - Pride & GQ
- **Lesson 4:** Institution/Ownership/Contexts - GQ & Pride
- **Lesson 5:** Context/Narrative - GQ & Pride
- **Lesson 6:** Representation - Quality Street
- **Lesson 7:** Patriarchy & Narrative - Quality Street
- **Lesson 8:** Review & Application - Quality Street
- **Lesson 9:** Review & Application - Quality Street
- **Lesson 10:** Exemplar Task - Pride

NEA Lessons

- **Lesson 1:** Researching Media Briefs
- **Lesson 2:** Researching Media Conventions - Magazines
- **Lesson 3:** Formal/Informal Layout - Magazines
- **Lesson 4:** Contents Page Conventions - Magazines
- **Lesson 5:** Sample Research Task - Magazines

Unit 2 Media Representation - Complete

Core Lessons

- Eduqas Core Unit 2 Media Representation Introduction
- **Lesson 1:** Introduction to Representation
- **Lesson 2:** Representation - Magazine Front Covers
- **Lesson 3:** Mediation - McDonalds & Jordans
- **Lesson 4:** Mediation - Selections - Silverstone - Lohan & Winehouse
- **Lesson 5:** Effects Debate - Covergirl
- **Lesson 6:** Effects Debate - Pretty Little Liars & Tabloids
- **Lesson 7:** Effects Debate - Barthes - Kelloggs
- **Lesson 8:** Effects Debate - Explicit & Implicit - Perfume Advertising
- **Lesson 9:** Effects Debate - Shot Selection & Ordering
- **Lesson 10:** Effects Debate - Stereotypes
- **Lesson 11:** Effects Debate - Gender Stereotypes - Cosmopolitan
- **Lesson 12:** Effects Debate - Gender Stereotypes - Arthur
- **Lesson 13:** Effects Debate - Gender Stereotypes - Men's Health
- **Lesson 14:** Mediated Representations - Newspapers
- **Lesson 15:** Narrative Structure - Newspapers
- **Lesson 16:** Effects Debate - Newspapers - Ethnicity & Nationality
- **Lesson 17:** Impact of Representations - Propp - ComicCon
- **Lesson 18:** Review - Saturation
- **Lesson 19:** Developed Responses
- **Lesson 20:** Extended Responses

Set Product Lessons

- **Lesson 1:** What is the Exam asking you to Do? - Film Posters
- **Lesson 2:** Content/Connotations/Representation - Bond
- **Lesson 3:** Representation & Poster Conventions - Bond
- **Lesson 4:** Context & Culture - Bond Spectre
- **Lesson 5:** Content/Connotation/Representation - Bond Spectre
- **Lesson 6:** Context & Convention Comparison - News
- **Lesson 7:** Ideology - The Guardian - Broadsheet
- **Lesson 8:** Cultural Context - The Guardian - Broadsheet
- **Lesson 9:** News Format - The Sun - Tabloid
- **Lesson 10:** Convergence - Exemplar Questions

NEA Lessons

- Introduction to Briefs
- **Lesson 1:** Choosing your Briefs
- **Lesson 2:** Focusing - Primary/Secondary Research
- **Lesson 3:** Researching Genre - Poster & Magazine
- **Lesson 4:** Layout - Creating Tone
- **Lesson 5:** Mock NEA - Choice of Four

Unit 3 Media Audience - Complete

Core Lessons

- **Lesson 1:** Audience Key Ideas - GQ
- **Lesson 2:** Audience History & Consumption - Call of Duty
- **Lesson 3:** Measuring Audience - Global, Mass, National & Niche
- **Lesson 4:** Audience Identity - Demographics - Ethnography - Psychographics
- **Lesson 5:** Profiling - Ethnographic - Psychographic - Blumler & Katz
- **Lesson 6:** Applying Research - Consumption Analysis
- **Lesson 7:** The Effects Debate - Barnardo's & NHS
- **Lesson 8:** The Effects Debate - Hypodermic Needle - War of the Worlds
- **Lesson 9:** The Effects Debate - Cultivation Theory - Gerbner & Gross
- **Lesson 10:** Two-Step Flow - Young & Rubicam - Lazarsfeld - Influencers
- **Lesson 11:** Imaginary Entities - Fiske & Hartley - Ang
- **Lesson 12:** Uses & Gratification Model - Blumler & Katz - Hall
- **Lesson 13:** Uses & Gratification Model - Benefits Street - The Apprentice
- **Lesson 14:** Reception Theory - Hall - Encoding/Decoding model
- **Lesson 15:** Reception Theory - Readings - Spice Girls
- **Lesson 16:** Fragmented Audience - Consumption - Morley - Friends
- **Lesson 17:** Fragmented Audience - Fandom - Jenkins - Participatory Culture
- **Lesson 18:** Media Today - Moral Panics - Cohen's Model
- **Lesson 19:** Media Today - Prosumers - The Third Wave
- **Lesson 20:** Media Today - Prosumers - Newspaper Broadsheets & Tabloids

Set Product Lessons

- **Lesson 1:** The Section B Products
- **Lesson 2:** Contexts - Spectre and the Film Industry
- **Lesson 3:** Certification - Spectre and Regulation
- **Lesson 4:** The Newspaper Industry - The Sun
- **Lesson 5:** Industry & Audience - The Sun
- **Lesson 6:** Newspaper Regulation - The Sun & Broadsheets
- **Lesson 7:** Edition Analysis - The Sun
- **Lesson 8:** Convergence - Website Analysis - The Sun
- **Lesson 9:** Audience - Pokemon Go!
- **Lesson 10:** Video Game Industry
- **Lesson 11:** Regulation of Video Game Industry
- **Lesson 12:** Audience - Pokemon Go!
- **Lesson 13:** Representation Website - Pokemon Go!
- **Lesson 14:** Introduction - The Archers
- **Lesson 15:** Audience - The BBC
- **Lesson 16:** Institution - The BBC
- **Lesson 17:** Fandom, Audience and Convergence - The Archers

NEA Lessons

- **Lesson 1:** Researching Media Language
- **Lesson 2:** Researching Representations
- **Lesson 3:** Representation of character
- **Lesson 4:** Aligning Audience
- **Lesson 5:** Gathering learning

Unit 4 Media Industry - Complete

Core Lessons

- Introductory Lesson
- **Lesson 1:** Defining Institutions - Disney and Film
- **Lesson 2:** Refining Institutions - Convergence, Synergy & Globalisation
- **Lesson 3:** Expanding Institutions - Horizontal & Vertical Integration
- **Lesson 4:** Funding Institutions - Subscription, Licence & Advertising
- **Lesson 5:** TV Institutions - BBC, Channel 4, Satellite & Cable
- **Lesson 6:** TV Institutions - Context & Consumption
- **Lesson 7:** TV Institutions - Scheduling & Broadcasting
- **Lesson 8:** Print Institutions - Analysing Tabloids & Broadsheets
- **Lesson 9:** Film Institutions - Hollywood
- **Lesson 10:** Digital Institutions - Convergence
- **Lesson 11:** Neale - Genre - Billie-Jean & Letter to the Free
- **Lesson 12:** Genre - Serial TV Drama
- **Lesson 13:** Blumler and Katz - Genre - TV Serial
- **Lesson 14:** Todorov - Binary Opposition - Luther
- **Lesson 15:** Ownership - Gatekeeping - News
- **Lesson 16:** Regulation - Film, Print & Online
- **Lesson 17:** Who's show is it anyway?

Set Product Lessons

- **Lesson 1:** Contexts - Goodwin - Types of Music Video
- **Lesson 2:** Mise-En-Scene - Evolution - Glover/Gambino
- **Lesson 3:** Analysis/Exemplar - MV Language - Perry/Swift
- **Lesson 4:** Research/Exemplar - MV Audience - Perry/Swift
- **Lesson 5:** Star Theory - MV Industry - Perry/Swift
- **Lesson 6:** Research Exemplar - Shots - Mars/Williams
- **Lesson 7:** Representation - Mars/Williams - Exam Question Tasks
- **Lesson 8:** Cultural Contexts - Jackson/Duran Duran
- **Lesson 9:** Intertextuality - MV Promotion - Swift/Perry
- **Lesson 10:** Social Media Analysis - Swift/Perry
- **Lesson 11:** Social Media - Conventions - Swift/Perry
- **Lesson 12:** Application - Exam Question Task

Unit 5 Final Set Product Lessons

- **Lesson 1:** Language - Representation - Television Section A Products
- **Lesson 2:** Genre - TV Forms - Crime Genre - Series/Serial Narrative
- **Lesson 3:** Language Analysis - Research - Crime Genre - Luther Exemplar
- **Lesson 4:** Audience - Research/Exemplar - Luther
- **Lesson 5:** Representation - Gender - Ethnicity - Luther
- **Lesson 6:** In-Depth Analysis - Genre - Neale - Research Exemplar - Luther
- **Lesson 7:** Language & Representation - Luther & The Sweeney
- **Lesson 8:** Audience - TV Crime Genre - Blumler & Katz - Uses & Gratifications
- **Lesson 9:** Audience - Credits & Titles Analysis - Sequence - Luther
- **Lesson 10:** Comparison of chosen set products - Hall - Dyer

Unit 6 Revision Unit – To be published soon

We are constructing these Units at the moment so if there is something you would like to see then please email our revision guru:

emily@edusites.co.uk

Eduqas WJEC GCSE Mock Exam Pack - Complete

Printable PDF papers:

- Eduqas (WJEC) GCSE Media Paper 1 Section A
- Eduqas (WJEC) GCSE Media Paper 1 Section B
- Eduqas (WJEC) GCSE Media Paper 2 Section A
- Eduqas (WJEC) GCSE Media Paper 2 Section B

Files to mark the exam papers:

- Eduqas (WJEC) GCSE Media Paper 1 Section A Indicative Content
- Eduqas (WJEC) GCSE Media Paper 1 Section B Indicative Content
- Eduqas (WJEC) GCSE Media Paper 2 Section A Indicative Content
- Eduqas (WJEC) GCSE Media Paper 2 Section B Indicative Content

