

F I N A L



GCSE Media Studies

The great thing about our GCSE in Media Studies is it introduces learners to key concepts, and helps them develop insights into a wide range of media and allows them to apply their knowledge and skills in creative, practical ways.

The new
OCR GCSE
**MEDIA
STUDIES**

www.ocr.org.uk/mediastudies/newgcse

Contents

An introduction to GCSE Media Studies	3
Course summary for GCSE Media Studies	4
What changes, and what stays the same?	5
Controlled assessment – your questions answered	6
Flexible assessment	7
Support for GCSE Media Studies teachers	8
INSET Training – Get Ready	9
INSET Training – Get Started	10
Publisher support	11
Why choose OCR?	12
Other qualifications	12





An
introduction
to GCSE
Media Studies

We've updated the content and added interesting topics to get you and your learners more involved with the subject. This will increase your own and your learners motivation.

Further benefits for you and your learners:

- An excellent starting point for learners to develop into media specialists and progress to study the subject further with our A Level in Media Studies and Diploma in Creative & Media.
- An emphasis on practical tasks, such as production, enables your learners to start developing the skills and knowledge required in the media industry.
- Alternative ways of presenting evaluations, for example podcasts as well as written pieces. Choice of presentation can be matched to the learning style of the learner which provides them with motivation.
- A full support package has been designed to save you preparation time and to increase your confidence in teaching and marking the new Media Studies specification. You can find out more about our support package on page 8.
- A flexible three-unit specification can be taught comfortably over one year or at a more leisurely pace over two years to suit the needs of you and your learners. It also lends itself to innovative and interesting curriculum combinations.

Making GCSE changes easier

We want to make it as easy as possible for you to manage the changes to our GCSE Media Studies specification. To minimise disruption, we will:

- Guide you through the simple process of moving to OCR for teaching Media Studies.
- Provide a range of Media Studies support materials, including schemes of work and sample assessment materials.
- Make our Media Studies publisher resources – tailored to the new specification – available way ahead of when you first start teaching the new specification.
- Keep you fully up to date, with our *Focus on 14–19* magazine, and online at www.GCSEchanges.com.

We've involved teachers throughout the development process, so the new specification, support materials and schemes of work should provide everything you need to teach our GCSE Media Studies.



Course summary for GCSE Media Studies

We've summarised the course details and the assessment objectives for GCSE Media Studies.

Unit title and description	Assessment and duration	Weighting
<p>B321: Individual Media Studies Portfolio</p> <ul style="list-style-type: none"> • Focuses on key concepts of media language and representation. • An opportunity to demonstrate skills in planning, construction and evaluation through the production exercise. • Briefs include: popular music, celebrity, soap opera and video games. 	<ul style="list-style-type: none"> • Controlled assessment. • Learners will produce an individual portfolio containing an assignment and production exercise based on at least two media texts. • The assignment can be written (word processed), but can also be presented as a PowerPoint presentation or podcast. • As a guide, we recommend spending 25–30 hours on this unit. Further details will be available in the teacher support booklet. 	30%
<p>B322: Textual Analysis and Media Studies Topic (Moving Image) or B323: Textual Analysis and Media Studies Topic (Print)</p> <ul style="list-style-type: none"> • Learners can choose to take the Moving Image or Print option. Each unit has two sections: <ul style="list-style-type: none"> - First section: analysis and response to a short, previously unseen moving image or print extract to demonstrate understanding of key media concepts. The following are offered: action adventure films and/or lifestyle magazines. - Second section: based on a media topic, this tests learners' understanding of institutions and audiences. The following topics are offered: TV comedy and/or radio comedy. These topics will remain for at least three years. 	<p>External assessment</p> <p>1 hour 45 minutes</p>	40%
<p>B324: Production Portfolio in Media Studies</p> <ul style="list-style-type: none"> • An opportunity to demonstrate skills in research, planning, construction and evaluation. • Developing an understanding of the following key concepts: audience, institutions, media language and genre. • The following briefs are offered: print, video, audio, website and cross-media. • Presentation of evaluation can be a written commentary, PowerPoint presentation, podcast, or DVD with extras. 	<ul style="list-style-type: none"> • Controlled assessment. • Learners can either work individually or as part of a group (maximum of five) to produce a major practical production in response to set briefs. They must also produce individual evidence of research and planning, and an individual evaluation of their finished work. • Centres choose from 12 briefs that will be available for at least two years. • As a guide, we recommend spending 25–30 hours on this unit. Further details will be available in the teacher support booklet. 	30%

What changes, and what stays the same?

While we've made some important changes and improved our GCSEs, we haven't changed everything. Here you can see which aspects of GCSE Media Studies are changing, and which will stay the same.

	What changes?	What stays the same?
Structure	<ul style="list-style-type: none"> Externally assessed units have been reduced from two to one (exam time has been reduced from 3 hours 15 minutes to 1 hour 45 minutes) – weighting is now 40%. There are now two controlled assessment units to replace the one coursework unit – weighting has increased from 50% to 60%. Tiering elements have now been removed. 60% can be completed before the end of the course (40% at the end of the course). This is a unitised qualification. 	<ul style="list-style-type: none"> The structure of the external assessment remains the same – learners still go through a similar process of reading or watching an extract.
Content	<ul style="list-style-type: none"> The cross-media topics unit has been removed following customer feedback and market research. The textual analysis unit now has two parts: <ul style="list-style-type: none"> A: action adventure films or lifestyle magazines B: media topics, either TV comedy and/or radio comedy. 	<ul style="list-style-type: none"> The process of pre-production, production and evaluation is still integral. This features in the controlled assessment units. Textual analysis is still the externally assessed unit. Within the textual analysis unit there is still a choice between Moving Image or Print. There is still a choice of media briefs. Learners will still study at least three forms of media.
Assessment	<ul style="list-style-type: none"> Controlled assessment can be submitted electronically or by post. The evaluation component of controlled assessment can be presented electronically (e.g. podcast) or by the traditional written route. You can enter learners for Unit B322/B323 in either January or June. The controlled assessment units are available for the June session. 	<ul style="list-style-type: none"> Centre assessment of controlled assessment units. One controlled assessment unit must be completed individually, with a group option available for the other controlled assessment unit.

Assessment objectives

The assessment objectives are designed to reflect the non-statutory guidelines for Media Studies.

Learners are expected to demonstrate the following in the context of the content described:

- AO1** • Recall, select and communicate their knowledge and understanding of media products and the contexts in which they are produced and consumed.
- AO2** • Analyse and respond to media texts/topics using media key concepts and appropriate terminology.
- AO3** • Demonstrate research, planning and presentational skills.
- AO4** • Construct and evaluate their own products using creative and technical skills.



Controlled assessment – your questions answered

What are the benefits of controlled assessment?

The benefits of controlled assessment include:

- More straightforward marking – for most subjects, learners are provided with worksheets to submit their work on
- Improved reliability and validity
- Varying levels of control – you will know at the start of the course what is required to help you manage the assessments and your time more easily
- Greater confidence in authenticating learners' work as their own
- Greater ease in fitting assessments into your normal teaching programmes.

How will controlled assessment be introduced?

Controlled assessment is embedded in the specification and will be introduced when the specification becomes available for teaching in September 2009.

How will it affect my workload?

With the introduction of a new qualification and a new model of assessment (controlled assessment) it is possible that some additional work will be required in the first year of teaching controlled assessment until you get used to the new way of working.

Will it affect timetabling and curriculum planning?

This will vary from centre to centre. For example, if you are retaining a linear model then all you need to do is to ensure that

What is controlled assessment?

Controlled assessment is coursework in a supervised environment/classroom and will be replacing coursework from September 2009 for GCSEs. This has been introduced by QCA, to address some of the issues raised in coursework reviews, such as plagiarism.

the learners have completed all units (full course) by the end of the course. Following a unitised approach may allow a more flexible approach to assessment.

Who will set the tasks of the controlled assessment for Media Studies and will I still need to mark it?

- **Task setting** – learners choose from a range of controlled assessment tasks, which you can adapt to suit your centre's available resources, and students' learning requirements.
- **Task taking** – for every specification, your centre will have clear guidance on authenticity, feedback, time and collaboration control, and access to resources.
- **Task marking** – all controlled assessment units will be assessed internally and moderated externally. Centres can post portfolio evidence to us for moderation, or upload digital portfolio evidence to Repository, our secure website designed exclusively for this purpose.

How long do I need to keep the controlled assessment for?

This will be governed by the awarding bodies Joint Council for Qualifications' (JCQ) regulations when they are published, please visit www.jcq.org.uk for more information. It is expected that learners' work will need to be kept until all possible post results services have been exhausted.

When can controlled assessment start – in Year 9, 10 or 11?

Controlled assessment can start in Year 9, 10 or 11. However it is important that you ensure the correct controlled assessment task is given. We recommend you check the full specification details for the Media Studies qualification you will be teaching before planning assessment schedules.

When can learners start researching for the controlled assessment and do they need to keep their notes?

Tasks will be made available on Interchange, our free secure website, from June of the previous year of assessment to May of the year of assessment. The time when you pass the tasks on to your learners is for you to manage in whatever way suits you and your learners.

Learners should keep their notes to help them as preparation for controlled assessment. The notes will not be required for moderation.

Can we submit learners for exams in any exam session now?

Yes, but you need to be aware of the 40% terminal assessment rule, which is detailed in the specification.

If learners are entered for re-sits, which marks are considered? Latest or highest?

Learners can re-sit each unit once and can count the highest mark.

Flexible assessment

Assessment for the new GCSE in Media Studies has been organised into units, which can be taken at the end of the course in typical linear fashion, or used to complement a more unitised approach to teaching and learning.

This means you can have the flexibility to choose the assessment approach best suited to your centre, and your learners. A unitised structure also gives you the flexibility to teach short and full courses at the same time.

Flexible assessment means:

- You have a choice of learning approach – linear or unitised.
- You can now schedule assessments for times during the course when learners' understanding is at its best – giving them a better chance of success.
- Learners can re-sit a unit, rather than repeat the entire assessment.
- Learners can receive ongoing feedback, which many find motivating, as it helps them identify their own learning needs and achieve more.
- Learners find it easier to stay on track with their studies and manage their time more effectively with a unitised approach.
- There's less pressure on your learners – the 'all or nothing' approach to assessment has been removed.
- Exam stress is reduced – assessments are spread out, instead of grouped together in a short, intense examination period at the end of the course.
- With a similar format to A Levels and Diplomas, GCSEs will help prepare learners for the next phase of their education.

To ensure that the assessment supports the coherence of the GCSEs and there is no over-assessment, QCA has put two rules in place:

- A minimum of 40% of the assessment must take place at the end of the course.
- Only one re-sit of each assessment unit is allowed. The better result then counts towards the qualification.



Support for GCSE Media Studies teachers

We offer a range of Media Studies support materials, developed through extensive research and consultation with teachers. They're designed to save you time while you're preparing for the new specification, and to support you while teaching them.

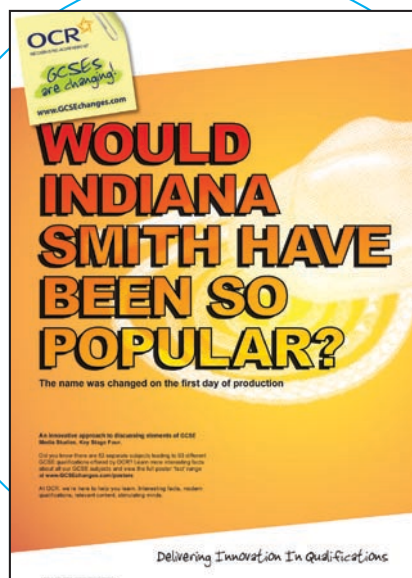
Our Media Studies support materials and events include:

- **FREE** INSET training sessions
- Schemes of work that you can customise
- Endorsed publisher partner resources
- Access to teacher and examiner networks both online and in print
- An extensive past-papers service
- Lesson plans
- Posters and card visuals
- Teacher planner.

Our online resources include:

- e-communities – online networks of subject specialists, for sharing knowledge, views and ideas
- 'Interchange' – a completely secure, free website that helps you and your exams officer with administrative tasks at examination time
- Past examination papers
- Mark schemes
- Subject e-alerts – for you to register for updates.

For more information on our support, visit www.ocr.org.uk



INSET Training

Our **FREE** Media Studies *Get Ready* and *Get Started* events give you a taste of the new specification direct from the experts. For details of the courses and dates near you and to book your **FREE** place, visit www.ocr.org.uk/training

Get Ready – introducing the new specification

This course will help you find out more about the new Media Studies specification, whether you are a new or experienced teacher. It's open to you, even if you don't teach the current specification.

It's a **FREE** half-day session, with refreshments and a light buffet. You'll receive a selection of course materials and an overview of our new specification for GCSE Media Studies.

The session includes:

- A look at the new structure, content and assessment methods
- A comparison between the old and new specification content
- An introduction to the support and resources available from us
- A summary of the benefits of choosing our new GCSE Media Studies specification.

SEE THINGS DIFFERENTLY...



SEE THINGS DIFFERENTLY...

INSET Training

Get Started –
towards successful delivery of the new specification

This course will help you, whether you are a new or experienced teacher or a centre assessor who will be teaching this Media Studies specification.

It's a full-day course which will provide essential information, guidance and practical support for newly qualified teachers or teachers new to the OCR GCSE in Media Studies.

It will:

- Explain the requirements of the specification
- Review the assessment criteria and their application
- Explain the requirements of the assessment process
- Review the Chief Examiner's report from the 2008 session
- Consider the collation of appropriate evidence for portfolio building
- Discuss the presentation of learner portfolios
- Review exemplar candidate work
- Offer advice on preparing learners for external assessments
- Explain the administrative procedures.





Publisher support

We endorse a range of publisher materials to provide quality support for centres delivering our qualifications. You can be confident that materials branded with OCR's 'Official Publishing Partner' or 'Approved publication' logos have undergone a thorough quality assurance process to achieve endorsement.

These endorsements do not mean that the materials are the only suitable resources available or necessary to achieve one of our qualifications. Any resource lists which are produced by us will include a range of appropriate texts.

For our Media Studies GCSE we're working with publisher partner Hodder Education to provide further resources to support your teaching of the new specification.

Hodder Education will be publishing brand new resources, including a *Student Book* for this specification, and a *Dynamic Learning Network Edition* for Media Studies.

The *Dynamic Learning Network Edition* helps learners access the variety of media they'll be studying – and provides support while they prepare controlled assessment pieces for their portfolios.

These resources also support you with controlled assessment, and offer plenty of exemplar examination material.



Resource	Format	Samples available from	ISBN No.
OCR Media Studies for GCSE Student's Book	Paperback	September 2008	978 0340 98341 6
OCR Media Studies for GCSE Dynamic Learning Network Edition CD-ROM	CD-ROM	Spring 2009	978 0340 98338 6

For the latest information on published resources, please visit www.ocr.org.uk/mediastudies/newgcse and select 'published resources' from the right-hand menu.



Why choose OCR?

Who is OCR?

We're one of the UK's leading Awarding Bodies, developing up-to-date GCSE qualifications for the 21st century.

Why teach OCR specifications?

At OCR, we believe in developing specifications that help you bring the subject to life, so learners are more likely to get involved and achieve more. And because we listen to schools and colleges that teach our specifications, we can improve and update qualifications continually, ensuring you and your learners get as much as possible from the qualification.

You'll receive full support when teaching our qualifications. We're offering more free training than ever before at venues near you – plus adaptable schemes of work you can download, and lesson plans drawn up by teachers who teach the specification.

You'll also have access to cluster support networks and e-communities, where there are plenty of opportunities to give feedback and share your thoughts with other teachers. Please see page 8 for more information.

Other qualifications

You may be interested to know about some of our other Media Studies related qualifications:

- A Level Media Studies
- Diploma in Creative and Media
- OCR Nationals in Media
- iMedia
- GCSE English
- A Level English.



www.ocr.org.uk OCR customer contact centre

Vocational qualifications

Telephone: 024 76 851509
Facsimile: 024 76 421944
Email: vocational.qualifications@ocr.org.uk

General Qualifications

Telephone: 01223 553998
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