

## A specification developed with you and your students in mind

We have developed our new specification in response to your feedback.

### More choice

with both a two-unit Award and a four-unit Double Award available enabling your students to gain two qualifications. The additional units of the Double Award also allow students to explore media industries in more depth.

### Clearer assessment structure

with 60% controlled assessment and 40% external assessment. There are three controlled assessment assignments for the two-unit Award.

### Greater flexibility

with a modular structure and external assessment no longer tiered.

### Updated content

to more closely reflect the current media and educational landscapes and allow students to explore new media technologies.

This specification follows a **modular** structure:

- Two-unit and Four-unit Awards available
- First exam in June 2010 (Units 1 and 2 only) and first certification in June 2011.

## Media Studies

### Unit 1: Investigating the Media

External assessment  
1 hour 30 min  
Raw marks: 60 marks  
40% of the total marks

#### Task 1(a) and 1(b)

Knowledge and Understanding.

#### Task 2(a) and 2(b)

Research, Planning and Presentation, Production and Evaluation.

Based on a topic supplied before the exam with guidance and scenario.

Available June.

plus

### Unit 2: Understanding the Media

Controlled assessment taken from banks of set assignments  
Raw marks: 90 marks  
60% of the total marks

Three assignments, three discrete media:

- Introductory assignment
- Cross-media assignment
- Practical Production and Evaluation

Available June.

## Media Studies (Double Award)

### Unit 1: Investigating the Media

External assessment  
1 hour 30 min  
Raw marks: 60 marks  
20% of the total marks for the Double Award

#### Task 1(a) and 1(b)

Knowledge and Understanding.

#### Task 2(a) and 2(b)

Research, Planning and Presentation, Production and Evaluation.

Based on a topic supplied before the exam with guidance and scenario.

Available June.

plus

### Unit 2: Understanding the Media

Controlled assessment taken from banks of set assignments  
Raw marks: 90 marks  
30% of the total marks for the Double Award

Three assignments, three discrete media:

- Introductory assignment
- Cross-media assignment
- Practical Production and Evaluation.

Available June.

plus

### Unit 3: Exploring Media Industries

External assessment  
Raw marks: 60 marks  
20% of the total marks for the Double Award

**Section A:** short answer questions.

**Section B:** longer responses to a media stimulus.

Available June.

plus

### Unit 4: Responding to a Media Brief

Controlled assessment based on a set brief (changed annually)  
Raw marks: 90 marks  
30% of the total marks for the Double Award

Research, Planning and Presentation to a 'client'.

Fully realised Production and Evaluation.

Available June.