

NOTICE TO CENTRES

FAO: Head of Media Department and GCE Media Studies Teachers

Date: October 2011

Subject: Revisions to the GCE Media Studies specification for teaching from September 2011

Revisions to the GCE Media Studies (H140/H540) specification

A number of revisions have been made to the GCE Media Studies specification for teaching from September 2011.

The list below summarises the main changes from the most recent version of the specification (version 4, online edition, July 2009). Text shown in *italics* is directly quoted from the new version of the specification.

- **Changes to the AS examination (Units G322/3) from 2013**
 - **Unit G322 (TV Drama), page 18:**
The sequence will be taken from a contemporary one-off drama or series or serial drama programme scheduled on British television stations including some sourced from other countries.
 - **Unit G323 (Radio Drama), page 24:**
The sequence will be taken from a contemporary one-off play or series or serial programme broadcast on British radio stations including some sourced from other countries.
- **Unit G324 Task 8, amendment to depth of task for group work, page 33:**
The first two pages of an original local newspaper (if done as a group task, each member of the group to produce an individual edition of the newspaper, following the same house style)
- **Unit G324 Task 14, new print task available from September 2011, page 34:**
The first four pages from an original regional magazine (if done as a group task, each member of the group to produce an individual edition of the magazine, following the same house style), together with two of the following three options:
 - *a radio advertisement for the magazine;*
 - *two hyperlinked pages from the magazine's website;*
 - *a billboard advertisement for the magazine.*

NOTICE TO CENTRES *continued*

- **Unit G325, Section A, New Post Production Guidance, page 37:**
Post production is a more ambiguous term for some media areas and thus examiners will credit candidates' ability to demonstrate their understanding of the term in relation to their own work through whichever approach the centre encourages. For example, a centre may treat all manipulation of copy and images as post production in print. For film a centre may consider post production to include editing, sound and effects and for games design a centre may distinguish between production of the game engine and post-production relating to sound and dialogue. The definitions of the term are at the discretion of candidates/centres, but candidates are encouraged to explain their use of the term in their answers in the examination to aid the examiner.
- **Unit G325, Section A, New Media Language Guidance, page 38:**
Media language refers to the ways in which media producers make meaning in ways that are specific to the medium in which they are working and how audiences come to be literate in 'reading' such meaning within the medium. For example, the 'language of film', print layout conventions, web design and navigation conventions and rule economies in gaming. These medium specific languages will often be closely connected to other media concepts such as genre or narrative and candidates are at liberty to make such connections to a greater or lesser extent in their answers.
- **Marking Criteria G321, pages 59-70**
 - Extra criterion added to each of the main task marking criteria (video, print, audio, web):
Producing material appropriate for the target audience and task.
 - Re-ordered criteria within levels in order of importance to task and rephrased some criteria to make clearer.
- **Marking Criteria G324, pages 71-83**
 - Re-ordered criteria within levels in order of importance to task and rephrased some criteria to make clearer.

To make it clear where significant changes have been made to the specification, vertical lines have been inserted next to the relevant text in Version 5 of the specification. **Please download an up-to-date version of the specification and discard any previous copies.** The specification can be downloaded from the qualification pages on the [OCR website](#).

If you have any queries about this notice, please call our Customer Contact Centre on 01223 553998.