

EDUQAS GCSE MEDIA STUDIES (C680QS)

Every exam question, decoded

What each question asks, the marks, the assessment objective and the command word behind it. Components 1 and 2.

Component 1: Exploring the Media (1h30, 80 marks)

Question	What it asks	What the command word demands
Q1 (15) AO2	'Explore how [set product] uses media language to create meanings.' Split into lettered parts (images, text, layout, colour, visual codes, genre, narrative).	EXPLORE = analyse connotations, not describe. Every point: technique to meaning. The description-to-analysis line is the marker's key discriminator.
Q2a (5) AO1	'Explain how a [social / historical / cultural / political] context influences [form]. Refer to [set product].'	EXPLAIN + REFER = name the context knowledge and tie it explicitly to the set product.
Q2b (25) AO2	'Compare the representation of [gender / men / women / ethnicity / messages] in [set product] and an UNSEEN product in the same form.'	COMPARE = both products throughout. Bands 3+ require genuine comparison; one product only caps at band 2. Judgement last. (See the SCALES poster.)
Q3 (stepped) Industries	1-2 mark recall (name the regulator / producer / owner), a short explain (conglomerate, convergence, funding), then a 10-12 mark 'Explain how/why... Refer to [set product].'	Drill the recall marks - they are free. The mini-essay needs accurate industry knowledge tied to the named product.
Q4 (stepped) Audiences	Recall + short explain + 10-12 mark 'Explain how/why...'. Some name the theory: 'Refer to the Uses and Gratifications theory.'	When U&G; is named, use Blumler and Katz by name. Categorise, target, technologies, identity.

Component 2: Understanding Media Forms and Products (1h30, 60 marks)

Question	What it asks	What the command word demands
Q1 (20) TV extract	1a (8-10): explore an ML/representation element in the screened extract (costume, camera, sound, setting, gender). 1b (10-12): 'How far / how typical...' judgement.	Timed note-making on the extract, then a judgement. 'How far' = weigh both sides, reach a supported view.
Q2 (10) TV essay	Industries / audiences / contexts: 'How do crime dramas or sitcoms reflect the time in which they are made?' etc.	Knowledge applied to a line of argument, not a list.
Q3 (20) Music	Judgement on the two contemporary videos or websites: 'How far do these two music videos reinforce gender stereotypes?'	COMPARE two products and judge 'how far'. Both throughout.
Q4 (10) Music essay	Industries / audiences / contexts: 'How do music websites enable the industry to make money?'	Explain with accurate industry knowledge and named examples.

Recall bank (the free marks in the stepped questions)

Press: IPSO (self-regulation, Editors' Code) · Radio and TV: Ofcom · Film: BBFC · Video games: PEGI (UK: VSC) · Fortnite: Epic Games · The Archers / Desert Island Discs: BBC Radio 4 · The Sun: News UK, within News Corp. Named theorists at GCSE = Blumler and Katz (Uses and Gratifications) only.

Source: WJEC Eduqas question directory and S24 mark schemes. AO1 = knowledge and understanding; AO2 = analysis and judgement.