

Media Studies A Level

Year 11-12 transition Work

Task 1 – to be completed by September.

Go to the link here:

<https://www.youtube.com/watch?v=0ghEAYfUDEM>



Watch the video of Mr Lloyd outlining the influence of the British press on public opinion. Complete the task as explained at 7.37 minutes in.

Look at the two front pages

- Who is the assumed audience? How can you tell?
- What strategies does each front page use to influence its audience's opinion?



Task 2 - to be completed by September.

Investigate the following key terms. Once you understand them, try to look out for how they are being used when you engage with the media – whether Twitter, advertising, gaming, or whatever. If you identify any of them in anything this week, let me know.

- Demographics
- Conglomerate
- Objectification
- Sexualisation
- Semiotics
- Media Regulation
- Otherness
- Social Grades
- Dominant/Hegemonic
- Spectatorship

Task 3 - to be completed by September.

In Media Studies, we cover different theoretical approaches to the following topic areas:
Language, Representation, Audiences and Industries

Spend some time researching **two** of some of these theorists listed below and the major points of their concepts. For each, write a **one sentence summary of their basic idea** and link it to an example from a media text (magazine, advert, TV show, etc.) of your choice:

Choose two from:

- David Gauntlett – Identity theory
- Steve Neale – Genre theory
- Paul Gilroy – Post-colonialist theory
- Liesbet van Zoonen – Feminist theory

You will be loaned a course textbook in September.

Task 4 - to be completed by September.

Research the ideologies and business models of the two main newspapers that we will be studying: **The Daily Mail and The Guardian**. Try to find out the following:

- What is each newspaper's circulation? (Daily copies sold) This may be estimated or an approximation.
- How much annual profit or loss does each make? Again, this may be an estimate.
- What is the ownership status of each newspaper?
- What is the political/ideological outlook of each newspaper?
- Is each newspaper a tabloid or broadsheet? (look up the definitions)
- Look up each newspaper's website. What do you think is the target audience for each? How can you tell?

Want to get ahead on the A Level course? Spend some time on the school website or YouTube channel to investigate what's coming up:

<https://hbkportal.co.uk/index.php/the-media-studies-home-page/>

<https://www.youtube.com/channel/UCd5AdgIJXZyi8UbCwA2Mk8w/videos>