



MEDIA STUDIES

A LEVEL – YEAR 1

SUMMER ASSIGNMENT

We hope you are looking forward to starting A Level Media Studies in September. To prepare for the course you must complete the following activities before you join the college in September. You must bring all of your work to the first lesson. Your work can be created

digitally (save to your cloud storage, email to yourself or bring on a memory stick) using PowerPoint, Sway, Word, photocollage, Jamboard – however you like to work. Or you could choose to handwrite it on paper – your choice.

ACTIVITY 1: SELF-AUDIT OF MEDIA USAGE

The topics that you will study for A Level Media Studies cover a wide range of different types of Media. It is useful to us to learn about how you interact and use the media. For Activity 1, we would like you to complete a self-audit of your own media usage. You will add to this audit during the induction stage of A Level Media Studies, and will then present your self-audit to the class later in the term. To start with, make a note of the following, and make sure you bring it to your first lesson. You can present this work on PowerPoint, on your own blog or social media, on a piece of lined A4 paper or any other way you choose:

- Which social media platforms do you use and how many hours a day do you spend on them? Note how your usage changed on lockdown – how does your usage now compare to pre-lockdown?
- Which hardware do you use (this could be hardware for computing, gaming, streaming, listening) and what do you use it for? How easy has it been to maintain

your media usage whilst your family are home and you may be sharing devices?

- Which programmes do you obsessively watch (that you cannot miss) and which platforms are these programmes on (e.g. Disney +, Netflix, Amazon Prime, Now TV, Apple TV, regular TV!)?
- How often do you listen to the radio, how do you listen and where are you when you listen? How has the way you engage with music and radio changed since lockdown?
- How often do you read a paid-for newspaper (i.e. not The Metro) and which newspaper have you read? How closely have you been following the Covid-19 pandemic and how regularly do you engage with the day's news?
- Which video games have you played since you were 10 and what platforms and hardware did you / do you use to play the games on? Which games do you play now?

ACTIVITY 2: RESEARCHING THE NEWS

For this topic you will focus on **British National Daily Newspapers**. Pick **ONE** newspaper from the selection shown. You can choose to present your research in any way you choose – just remember to bring it to your first Media Studies lesson:



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For the newspaper you have chosen, answer the following questions:

1. Who is the publisher of the newspaper (name the person or group)?
2. How old is the newspaper? What date was it first published?
3. How much does the paper cost?
4. Does the paper also have a website? Find 3 things to show how the website offers a similar/different to the print version?
5. Who reads the newspaper? Find 3 pieces of information about their target audience – such as age, class, occupation, income, lifestyle choices etc.?

6. Extension activity: how has the way this newspaper reports news changed since lockdown? Can you detect any changes to its political allegiance?

How do you research? Use Twitter, Insta, relevant websites, the newspapers themselves, Wikipedia and Google Scholar to help you with your research. You will find the images of the front pages of the daily newspapers on the BBC Website every morning here: https://www.bbc.co.uk/news/blogs/the_papers

ACTIVITY 3: WRITING ABOUT HOW THE MEDIA WORLD IS CHANGING

We cannot ignore the fact that the world has changed as a result of Covid-19 and the world of media has been significantly impacted. Film production was delayed with premier's being pushed back or moved online, newspaper and magazine circulation figures plummeted. We are listening to more radio and Netflix subscriptions have increased exponentially. It is important for Media Studies students to track these developments and to record and reflect on how the world is changing in front of our eyes.

Using the suggested resources here, along with your own online research, write a short essay which reflects on how Covid-19 has changed the media world. Make sure to reference where your ideas come from by including any links to things you've read or watched at the bottom of your essay. Your essay should be around 250-400 words. Here are some links to get you started:

<https://www.bbc.co.uk/news/business-54623959> (BBC article looking at five ways that Netflix has changed since the start of the pandemic)

<https://www.bbc.co.uk/news/technology-52037461> (article discussing how people turn to radio in times of crisis)

<https://www.dailymail.co.uk/news/article-8224657/Netflix-worth-Disney-streaming-giant-cashes-coronavirus-lockdowns.html> (article discussing the increase in Netflix profits as subscriptions surged at lockdown)

<https://www.latimes.com/entertainment-arts/business/story/2020-03-13/disneys-reversal-offortunes-coronavirus> (article discussing how the release of Disney + has helped to plug the huge hole in Disney's finances as a result of lock-down)

<https://www.theguardian.com/media/2020/apr/17/how-covid-19-turned-the-uk-news-and-entertainment-industry-upside-down> (article discussing how Covid-19 has changed the face of many elements of the media world).

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ACTIVITY 4: ANALYSING AN ADVERTISEMENT

For activity 5 we would like you to find and analyse an advertisement (this can be a print advert, like the sort you find in a newspaper or magazine, or a moving image advert, like the sort you find online or on the television) for a product that interests you. If it is print, cut out the advert and stick it onto some paper (or scan if you have the option). If it is a moving image, describe what happens in it. For your analysis, we would like you to focus on the following:

- The choice of font used in any captions or text (style and colour)
- The choice and position of any images used

- The choice of any music or sound (if moving image)
- Any choice of celebrity endorsement
- Any slogans or logos used

Once you've looked at these elements, we would like you to write around 150 words about what the message of the advertisement is. What kind of lifestyle is the advertisement selling us and what kinds of people is it selling it to?

Bring the advertisement (or your description/url for it), your analysis and your 150 words to the first Media Studies lesson in September.

ACTIVITY 5: UNDERSTANDING WHAT MEDIA STUDIES IS ABOUT

In A Level Media Studies, we will study a range of different products (such as Stranger Things, The Guardian newspaper, The Jungle Book and Minecraft) from the 9 main media forms, and for each form we will focus on the four areas of the 'theoretical framework' of media studies. The 'theoretical framework of media studies is: media language, representation, audience and industries. This YouTube clip explains what Media Studies is all about. Watch it and then summarise what you

understand about all four areas. Record your notes, and some examples from products you've read, watched, listened to or played to illustrate your notes:

https://www.youtube.com/watch?v=qE-B_XkoAgQ&t=s

Good luck with this work and see you in September!