



# Media Studies



The tasks below have been designed to introduce you to two vital skills in Media Studies: analysis and creativity. During the course, we study and analyse a range of different media products, identifying the message the producers have encoded and the different responses the audience may give. Our course also contains two pieces of practical work that you must plan, design and create. By completing the tasks below, you will begin to use not only analytical and creative skills, but also will begin to understand the ideas behind the media products that you see every day.

## TASK 1

**Task: Analyse the advertisement for the TV series *Empire***

Purpose:

- To familiarise you with the type of texts that appear on the A Level Media examination papers
- To practise analysing images
- To enable you to see how to structure an analytical media response

You will need:

- A copy of the *Empire* advertisement
- A copy of the task sheet

Please submit:

- Your annotated advert (handwritten or typed)
- Your essay response

## TASK 2

**Task: Research a current media campaign and create ideas for your own campaign**

Purpose:

- To understand the ideas behind a contemporary advertising campaign
- To identify how producers work to a brief
- To demonstrate creativity by working to a brief

You will need:

- A copy of the ITV press release
- A copy of the task sheet

Please submit:

- The answers to the questions
- Your suggestions for the campaign. This could be written, drawn, photographed, mocked-up or a combination of these

Extra resources: <https://wke.lt/w/s/0sm7fU>

## TO DEEPEN YOUR UNDERSTANDING



If you would like to carry out some further research into the areas we will look at in A Level Media Studies, you could:



- Look at our Twitter feed! Here we post relevant stories from the media world about topics which we cover during the course. We will post stories throughout the summer, but you can also look back on our previous tweets: @DMAMedia 3



- Visit the BBFC website and have a go at awarding an age rating to some film trailers. Compare your views to the actual ruling: <https://www.bbfc.co.uk/education/rate-a-trailer>



- Watch this video about the key concepts in Media Studies. This is especially useful if you did not take GCSE Media Studies: [https://www.youtube.com/watch?v=qE-B\\_XkoAgQ](https://www.youtube.com/watch?v=qE-B_XkoAgQ)

Together we succeed

Achievement

Aspiration

High Expectations

Community