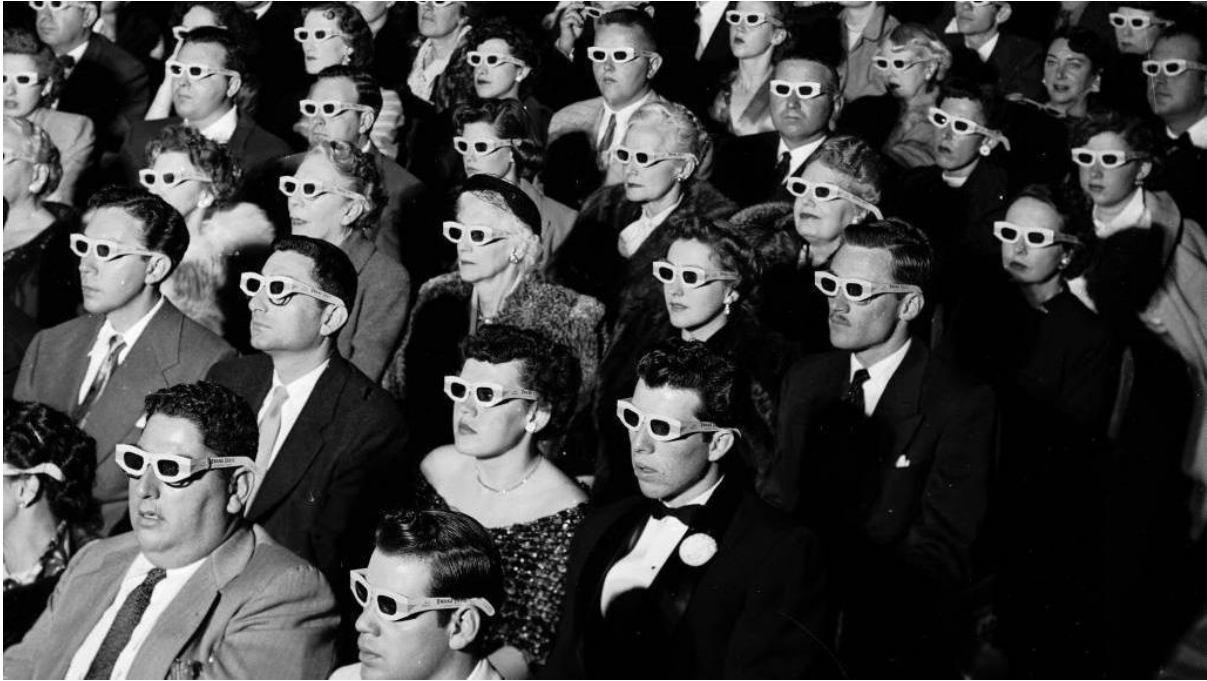


Media Studies

Yr 12 Summer Introduction workbook for Beginners



This booklet is for you to start exploring the world of Media Studies. Hopefully you will have a bit of fun doing these tasks as they are meant to help you start to explore the key areas that we study in Media Studies.

DON'T WORRY if you aren't sure of anything or if you find any of the tasks a bit tricky! Media Studies A Level is an entirely new subject for you so there may be bits that seem new and strange! My advice to you as new Media Students is:

'Give it your best shot and have fun exploring the Media!'

Welcome to Media Studies!

This booklet will help you start to build your media skills and your knowledge of media texts as a new student who didn't study media at KS4.

In Media Studies we explore four key areas:

MEDIA LANGUAGE

REPRESENTATION

MEDIA INDUSTRIES

MEDIA AUDIENCES

When you study A Level media you will explore the following areas:

TV

MUSIC

MAGAZINES

RADIO

GAMING

NEWSPAPERS

ADVERTISING

FILM

MEDIA LANGUAGE

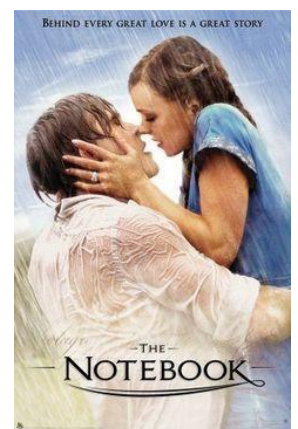
DEFINITION: The way in which the meaning of a media text is communicated to the audience through signs and codes

You already have a head start in analysis as a Media student because you have grown up surrounded by media texts, so you have already been subconsciously analysing media language for years!



TASK 1 – WHAT DO YOU ALREADY KNOW?

Match the genre to the film posters. Whilst you are doing it think about HOW you know what type of film it is just from looking at the poster.



Horror

Romance

Sci Fi

Fantasy/Adventure

Task 2

Using the posters from the previous task and explore how you knew what genre it was.

Fill in the boxes with your thoughts

Film Title.....

Genre.....

What did the **COLOURS** in the poster tell me about the genre?

.....
.....
.....
.....
.....

What did the **IMAGES** in the poster tell me about the genre?

.....
.....
.....
.....
.....

What did the **LAYOUT** of the poster tell me about the **STORY AND CHARACTERS?**

.....
.....
.....
.....
.....

TASK 3: Using your knowledge of visual signifiers of genre create your own film poster.

Either construct it on computer or draw it by hand

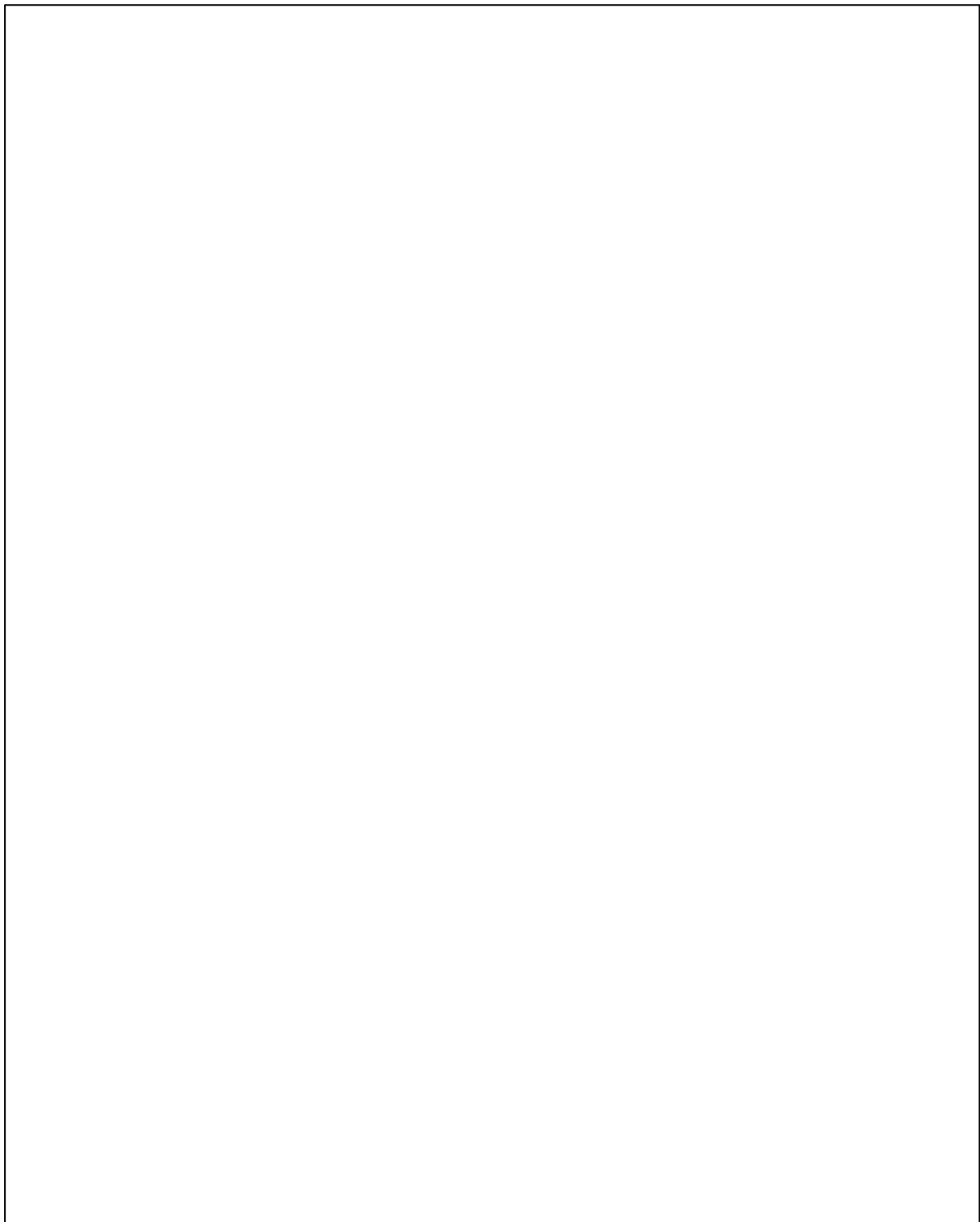
Film Genre:

Film Title:

Main image/s:

Colours:

Font:



Representation

In Media Studies we look at how the media presents certain things like:

People

Issues

Events

The way these things are presented in media texts can depend on factors like, the political leanings of the producers, the audience and the time in which the text was produced.

HISTORY HIT!

During the Second World War many women took on traditionally 'male roles' whilst men were fighting.

After the war through the 1950s and into the 1960s, society was keen to return to pre-war gender roles with women encouraged to 'return to the home' and their traditional family roles as wife, mother and homemaker.

This stereotypically feminine role of women as weaker, childlike, nurturing and needing a man was reflected in representations in media texts of the time like advertising and magazines

WOMEN: Highlight the words that you think best sum up how women were represented in Media texts in the 1950's/60's

SUBMISSIVE	DOMINANT	MOTHERS
WIVES	CAREER WOMEN	PRETTY
NURTURING	THIN	INDEPENDENT
PERFECT	COMPLICATED	SIMPLE
ETHNICALLY DIVERSE		WHITE

MEN: Highlight the words that you think best sum up how men were represented in Media texts in the 1950's/60's

STRONG	DOMINANT	WEAK	SIMPLE
SMART	PROFESSIONAL	SCARED	
IN CONTROL	HOMEMAKERS	HANDSOME	
NURTURING	PROVIDERS	PROTECTORS	
CLEAN CUT	ETHNICALLY DIVERSE	WHITE	

Times change and that means that the way the media represents things change.

TASK 5: Look at these representations of men and women in contemporary (modern) media texts and write a short paragraph about how you think representations of men and women have changed since the 1950's



Write your short paragraph here about how you think representations of gender have changed. Explore other images online if you want further examples.

Media Industries

When we look at Media industries in Media Studies we look at the ownership of media companies and how ownership affects the budget and production of different media texts.

We also look at the impact of digital technology and regulation on media texts

TASK 6: MEDIA INDUSTRY QUIZ!

See whether you know the answers to any of these questions already. If you don't know the answer carry out a bit of research and find out what it is!

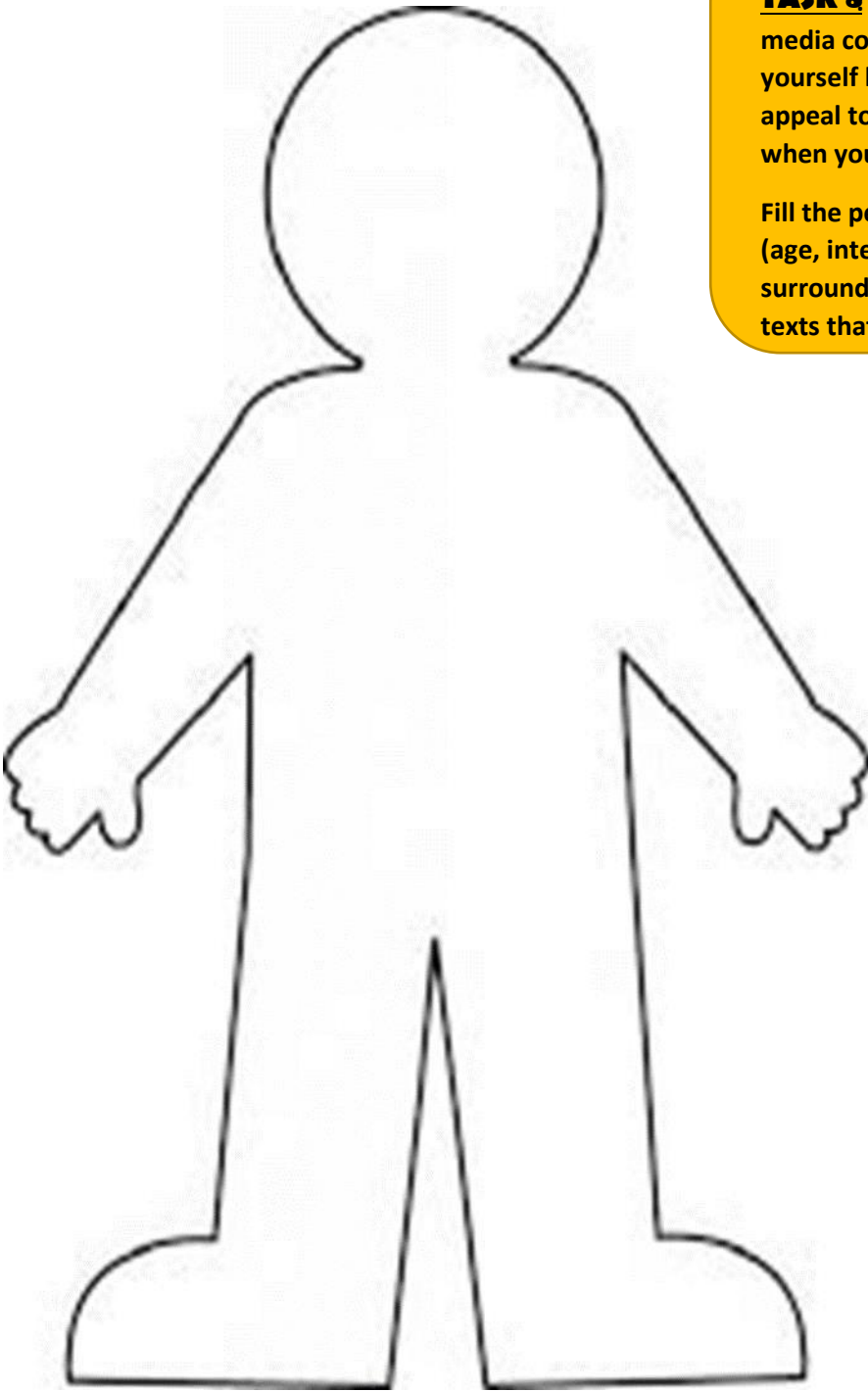
1. Name two companies that Disney owns
2. If a film is rated 12A who can go and see it?
3. What 2 UK national newspapers does Rupert Murdoch's company News Corps own?
4. How do magazine publishers use digital media to make magazine content available online?
5. What different channels does the BBC have?
6. Who regulates TV and radio?
7. What is a PEGI rating in relation to gaming?
8. What different ways can a music artist release their songs?
9. What does ASA stand for in relation to advertising?
10. What company produces the James Bond films?

Media Audiences

We are all Media Audiences, we all consume media texts every day. As media students you will learn to understand WHY audiences consume different texts and HOW different media texts are constructed to appeal to specific audiences

Task 7: Below are a collection of media texts and products and a person outline. Look at the types of texts and create a profile for the type of person who would interact with the texts by writing in the outline information like age, gender, interests, hobbies, and any other information or words that come to mind when you look at the media texts





TASK 8 Now do it for yourself! You are also a media consumer. Create an audience profile for yourself based on the types of media texts that appeal to you. Think about all areas of the media when you are creating your personal profile.

Fill the person outline with words about yourself (age, interests, personality, etc..) and then surround it with words or pictures of media texts that appeal to you.