

WATCH.....

<https://www.youtube.com/c/ZoeSugg>

<https://www.youtube.com/channel/UCUKrxp4BcJrGLzmqAhCjASg>

<https://www.youtube.com/watch?v=wJkfKE-sZDg>

https://www.ted.com/talks/alisa_miller_how_the_news_distorts_our_worldview

https://www.ted.com/talks/johanna_blakley_social_media_and_the_end_of_gender

https://www.ted.com/talks/david_puttnam_does_the_media_have_a_duty_of_care

READ...

<https://www.theguardian.com/uk/media>

http://www.mediaknowall.com/as_a_level/alevel.php

<https://www.englishandmedia.co.uk/media-magazine>

<https://wealdmediateacher.blogspot.com/>

COURSE DETAILS...

All course details and the specification can be found here:

https://www.eduqas.co.uk/qualifications/media-studies-as-a-level/#tab_overview

This course is assessed via 2 external exams and an individual cross-media production NEA.

GET AHEAD.....

The first topics we will cover in September are:

- An introduction to the key concepts and the advertising unit
- An introduction to our film texts

GET ORGANISED.....

Come prepared at the beginning of term, this will help you to keep your notes and any handouts organised. You will need a ring binder folder, plastic wallets, file dividers, pen, pencil, highlighters, lined paper and a calculator.

TASK.....

To ensure you are ready to fully access the A-level Syllabus you should attempt this task:

1: View the BBC trailer “New for 2020” from January 2022. You can view it on youtube here: <https://www.youtube.com/watch?v=r8EwuQAGyI4>

I recommend that you view the trailer three times. Make no notes during your first viewing just watch. Then make notes on each of the following areas to help you complete your answer to the main task. Please hand in your notes with your essay.

Notes:

Please make notes on the following making giving specific examples from the trailer:

A: How does the trailer try to make it seem like there is something for everybody: what different social groups, genders, ages, etc. do you see represented within the trailer?

B: How does the trailer try to show different genres of TV shows within the trailer: i.e. drama, sports, music, reality shows, etc.

C: How does the trailer try to engage the audience? Think about how mystery is created (enigma codes) and excitement is generated (action codes)

D: How has the trailer been constructed to create cohesion (flow) across the trailer? Think about how shots have been placed next to each other, (order and sequence) and how it has been edited to match the soundtrack.

E: How does placing the trailer on YouTube help promote the BBC and its shows?

2: Then complete the following question.

How does the BBC 2022 trailer try to promote the BBC as institution for everybody and well worth the licence fee? You should spend approximately 1 hour planning and writing your response and should aim to write approximately 600 words. You should support your points with specific examples from the trailer.

To support you in this task:

Ensure you make detailed notes first – you can watch the trailer as many times as you like. The BBC is not funded through adverts – the Royal BBC Charter allows the BBC to charge every household in Britain £150.50 per year for its programmes and services. You can find out more about the licence fee here: <http://www.tvlicensing.co.uk/check-if-you-need-one/topics/what-does-your-licence-fee-pay-for-top13>. Trailers like the one you have just watched are designed to promote the BBC as good value for money.

TASK.....

Want to dig deeper into the subject?

Investigate the ways other British broadcasters are funded and how they promote themselves. Begin to read around the subject – a good place to start is with the Media Magazines these are in the library or Miss Evans' Media library at the back of COM019 (please make sure the books don't leave the classroom). Obviously you can't access those at the moment (!) so the whole back catalogue can be found here:

<https://www.englishandmedia.co.uk/media-magazine/mmag-login/>

Login – EnglishKSA Password – EnglishKSA

Extension: Practical tasks.

30% of the A level Media Studies is your practical coursework. You don't need any fancy equipment – your phone (and possibly your laptop) is all the equipment you will need. Have a go at some of the following.

Do your research first and look at existing examples – having a clear style model in mind will help you make your version authentic and realistic.

- 1: Make a movie poster for a new movie. Think very carefully how you can make the audience know the genre of your movie instantly. You can do this through use of colour, font, props, location, captions etc. You could make a "teaser" poster as well as a traditional cinema poster.
- 2: Film a video blog about your time in "isolation" due to Covid. Edit this together and add music and on screen captions or graphics if you can. (look at Zoe Sugg's blogg or Alfie Deye's Pointless blog)
- 3: Take a scene from a movie or TV programme that you like. Freeze frame parts of it and try to recreate it – paying particular attention to camera positioning. Take a photograph from the same angle as the camera would be at – persuade your family members to be the actors, or use a toy, or even a pet instead!
- 4: Make an advert! Either print or moving image. How about an advert for a cleaning product or a Public Health advertisement giving advice on how to keep safe during the Coronavirus?
- 5: Make a music video for a song you like. Again, think about the genre of the music and how you can make your video appropriate for the genre.
- 6: Make a website all about you or something you are interested in. www.wix.com is pretty straightforward to use and there are lots of tutorials online.
- 7: Write a newspaper article. Decide before you begin whether it will be broadsheet or tabloid and for the print or online edition as this will affect the way you present your story.



MEDIA TRANSITION WORK



QUESTIONS, QUERIES AND COMMENTS.....

Use this section to make a note of anything you would like to ask your teacher about when the course starts in September.