

Text 2: _____

Industry: _____

Who is the text aimed at? _____

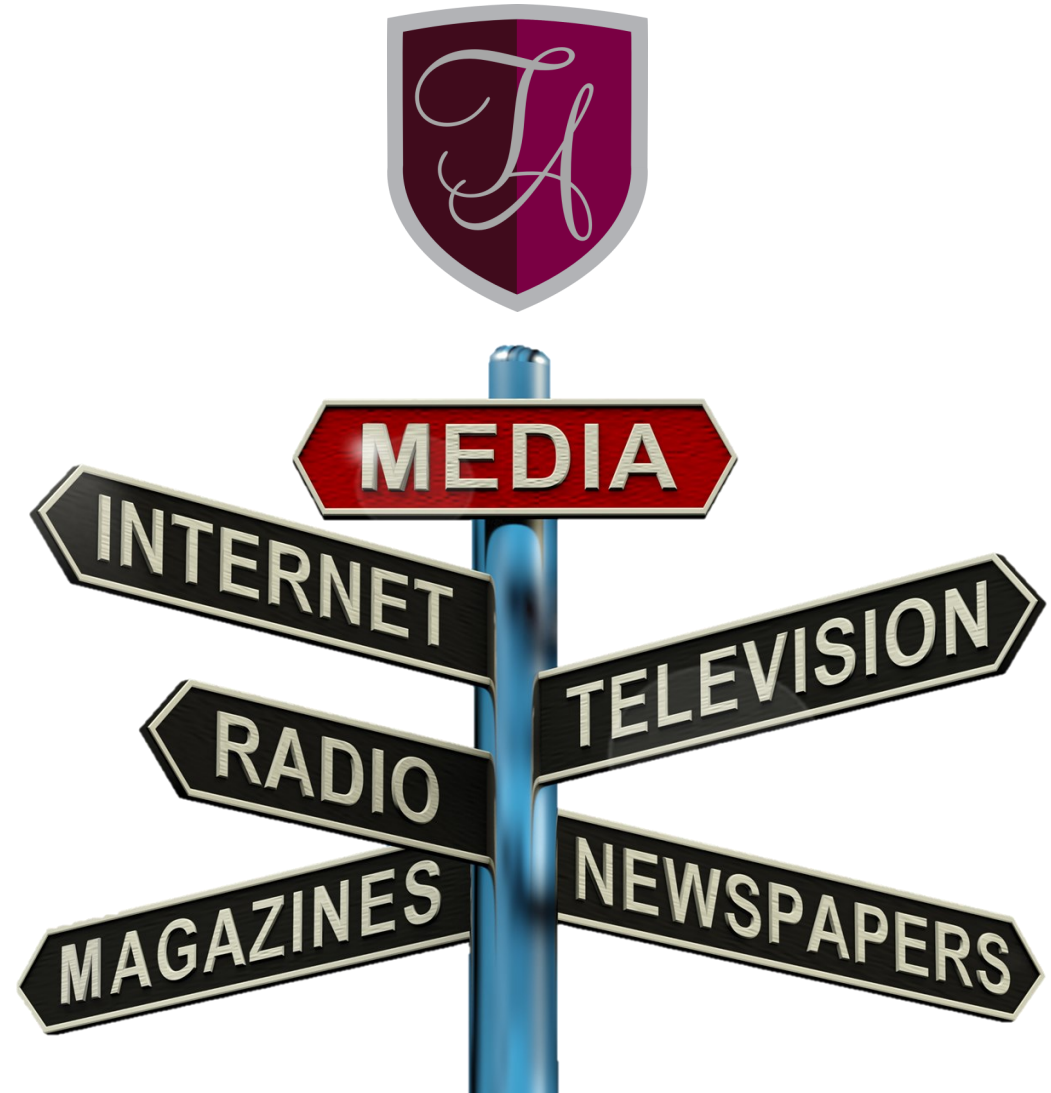
What makes you think that? _____

How does the text appeal to the audience? _____

What messages might the audience read in to or take away from this text? _____

What did you like or dislike about this text? _____

A Level Media Studies Summer Preparation Work



A Diverse Range of Products

The new A Level Media Studies course is incredibly diverse and features the close study of a broad range of media industries and products with something that will appeal to every student.

As such, over the summer period you need to begin exploring and interacting with a wide range of media products, some of which you may never have considered before. It is essential to question all aspects of the different media available to us and think about who uses it, how, why and in what ways might it impact upon the user.

Key Task: Variety of Experience

Look carefully at the industries listed below and select two of these industries to explore. You are going to conduct research in to your chosen industries and undertake a textual analysis of one product from each industry—there are suggested products below to help you identify a suitable text to analyse. Use the note making sheets and question prompts on the next two pages to help you undertake this activity.

Industries:

Newspapers: Any daily published newspaper, either tabloid or broadsheet (N.B. do NOT use an online news website as they are significantly different to print papers). Examples include: The Sun, The Mirror, The Daily Mail, The Times, The Guardian, The Observer etc.

Magazines: Any generalised magazine aimed at men or women which features content that can be classified as ‘lifestyle’ or ‘general interest’. Examples include: Cosmopolitan, Chat, Take a Break, GQ, Hello, Heat, Men’s Health, Reveal, Esquire etc.

Music Video: Any mainstream music video for a song that’s been in the UK charts. This must be an official music video released in the UK. Examples include: Blurred Lines (Robin Thicke), Thriller (Michael Jackson), Who Run the World (Beyonce), Take On Me (a-ha), Titanium (David Guetta), Radioactive (Imagine Dragons), Last Friday Night (Katy Perry) etc.

Radio: Any mainstream radio programme of roughly an hours length. Avoid just listening to an hour of music and instead choose a specific show or programme. Examples include: Desert Island Discs (BBC Radio 4) The Chris Evans Breakfast Show (BBC Radio 2), Sports Report (5 Live), The Archers (BBC Radio 4), Kermode and Mayo’s Film Review (5 Live) etc.

Video Games: Any mainstream game that is available across multiple platforms. Select a game which is commercially successful and age appropriate, choose a game you are not already familiar with. Examples include: Minecraft, Sims, Angry Birds, Call of Duty, Final Fantasy, Halo, Tomb Raider, Guitar Hero, Pokemon, Mass Effect, Uncharted etc.

Advertising: Any advertising campaign for a product which has featured prominently in the UK media, either print based or moving image. Examples include: Haven TV ad (2018), Vauxhall ‘pyjamamas’ TV ad (2017), Moneysupermarket.com dance off TV ad (2016) etc.

TV Crime Drama: A single episode of any UK television crime drama. This can be from a mini-series or a long running programme but must be produced and set in the UK. Examples include: Broadchurch, Luther, Vera, Peaky Blinders, Shetland, Silent Witness, The Bill, Death in Paradise, A Touch of Frost, Wire in the Blood, Poirot, Endeavour, Sherlock etc.

Text 1: _____

Industry: _____

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