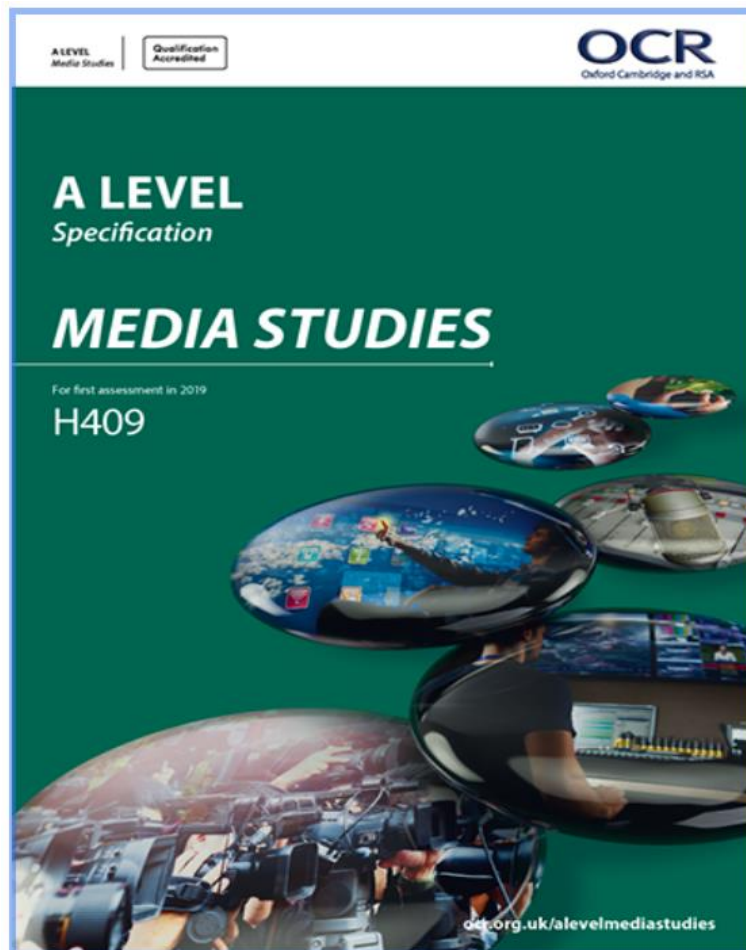


Transition Pack

A Level Media Studies



By the end of this course, you will be able to do the following:

- Demonstrate skills of enquiry, critical thinking, decision-making and analysis
- Demonstrate a critical approach to media issues
- Demonstrate appreciation and critical understanding of the media and their role both historically and currently in society, culture, politics and the economy
- Develop an understanding of the dynamic and changing relationships between media forms, products, media industries and audiences
- Demonstrate knowledge and understanding of the global nature of the media
- Apply theoretical knowledge and specialist subject specific terminology to analyse and compare media products and the contexts in which they are produced and consumed in order to make informed arguments, reach substantial judgements and draw conclusions about media issues
- Engage in critical debate about academic theories used in media studies

- Appreciate how theoretical understanding supports practice and practice supports theoretical understanding
- Demonstrate sophisticated practical skills by providing opportunities for creative media production.

You will need to do this through a solid understanding of the theoretical framework of Media Studies. This is the following:

- Media language: how the media through their forms, codes, conventions and techniques communicate meanings
- Media representations: how the media portray events, issues, individuals and social groups
- Media industries: how the media industries’ processes of production, distribution and circulation affect media forms and platforms
- Media audiences: how media forms target, reach and address audiences, how audiences interpret and respond to them and how members of audiences become producers themselves.

What you will be learning about on your A Level Media course:

- Newspapers
- Long Form TV Drama
- Film
- Radio
- Music Videos
- Adverts
- Magazines
- Video Games

You will also be required to make your own piece of Media. It could be one of the following:

- Music Video
- TV Documentary
- Radio Show
- TV Drama
- Magazine
- TV Advert

1: Research and write definition of the theoretical framework in your own words:

Theoretical framework	Definition
Media Language	
Media representations	

Media Industries	
Media Audiences	

You will also need to know, understand and apply a range of academic theorists and apply them to news and online news, and also Long form television, both of which are synoptic units (meaning you will need to know them in lots of detail).

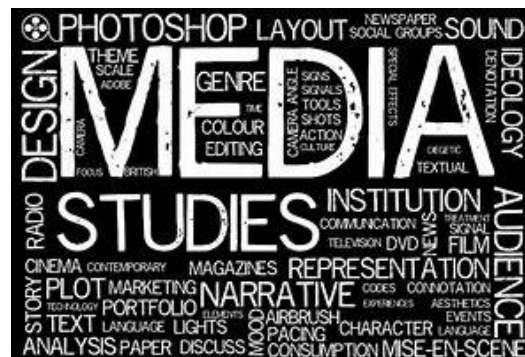
2: Research the following theorists and write a definition of their theories. This will need to be in your own words. You will find this factsheet useful:

<https://www.ocr.org.uk/Images/421658-academic-ideas-and-arguments-factsheet.pdf> You can find further information about each easily online if you look.

Media Language	
Barthes - Semiology	
Neale - genre theory	
Levi-Strauss - Structuralism	
Todorov - Narratology	
Baudrillard - Postmodernism	
Representation	
Hall - Theories of representation	
Gauntlett - Theories of identity	

Van Zoonen - Feminist theory	
hooks - Feminist theory	
Butler - Theories of gender performativity	
Gilroy - Theories about ethnicity and postcolonial theory	
Industries	
Curran and Seaton - Power and media industries	
Livingstone and Lunt - Regulation	
Hesmondhalgh - Cultural industries	
Audience	
Bandura - Media effects	
Gerbner - Cultivation theory	

Hall - Reception theory	
Jenkins - Fandom	
Shirky - 'End of audience' theories	



You will also need to be able to analyse a range of different types of media, ranging from music videos, magazine front covers, newspaper front covers, radio and television shows. These will be both seen and unseen.

Examples:

HOW DOES THE COMBINATION OF ELEMENTS OF MEDIA LANGUAGE COMMUNICATE MESSAGES AND VALUES? Overall layout /composition
 -lots of colour, -different people (shows their values and how homelessness is a global problem that affects everyone. Also to show how the magazine is to help people from all walks of life highlights bright ideas for company

HOW DOES THE COMBINATION OF ELEMENTS OF MEDIA LANGUAGE REFLECT THE POLITICAL/SOCIAL/CULTURAL CONTEXT?
 -different people from all different backgrounds.
 -political from the headline 'We Are Here' shows how they are not to be forgotten by political parties or people of a higher class because they are homeless.

Masthead
 In the middle, makes it stand out due to it being central

Font size. Type and colour etc.
 Big, bold and bright colours (pink and yellow). Plus hashtag part attracts audience and the same font size makes reader look at the 'Now, more than ever' part which is an important feature of the article.

Images/photographs (shot type, angle, focus)
 Long shot pictures of homeless people who sell the magazine but also up close and personal to add an element of reliability to the magazine.

How do these representations reflect the industry context/Ideology of The Big Issue?
Narrative established
 'We are here', proud almost patriotic. An element of celebration.

How is the audience positioned in relation to these representations?
 The audience is positioned together as one unified group which are facing magazine which reflects towards to audience in order to connect with the reader.

Language Blue Representations Red



Also, the combination of British colours and of different people also represents 'Britishness' and culture

HOW DOES THE COMBINATION OF ELEMENTS OF MEDIA LANGUAGE ESTABLISH THE BRAND IDENTITY OF THE MAGAZINE?
 -All of the people on the cover are standing together as one, the unity shown in the colour as well as that they are all wearing different things yet brought together by the red tabard shows unity which is the brand identity of The Big Issue

HOW DOES THE COMBINATION OF ELEMENTS OF MEDIA LANGUAGE CONSTRUCT AND APPEAL TO ITS TARGET AUDIENCE?
 - The target audience for The Big Issue is 18+ male and females. The cover is very colourful so attracts that audience and also the use of the hashtag appeals to the younger section of the target audience bracket. Also, there are male and females on the front cover meaning the audience isn't gender specific.

Cover lines
 'We are here' shows unity because of the word 'we' and eye-catching

Language/ anchorage
 Happy expressions communicates the happiness of the people that they are able to earn money and makes people more likely to buy the magazine because they feel like they are helping someone

Are there a diverse range of people represented?
 Yes, on the front cover there is a range of people such as black, white and Muslim men and women

Any empowering messages that positions the audience to respond positively and align with this point of view?
 The main point made is 'we are here' which I think is a very empowering message to communicate to their listeners that they are here to make a living and to be noticed by the public.

"A hand up not a hand out" Does this cover show this?
 The people on the cover appear to be happy about being given the opportunity to make some money which communicates the idea of having a hand up.

Overall layout:

-Paddington Bear is the main image and focus of the front cover. The main cover text is also a main focus due to its bold yellow colour, contrasting the blue background. The Big Issue logo is noticeable in the left corner of the magazine cover allowing the reader to be aware of the company. Overall the magazine cover is well structured and provides enough information to catch the readers eye.

Masthead:

- The Big issue logo is written in capital letters to help stand out and look authoritative. 'Issue' is in a large font size, showing that the magazine is an ongoing publication with regular issues. The logo is white and boxed to further stand out, contrasting with the blue background. The date of when The Big Issue was established is also incorporated within the logo. It also tells us the issue number and date under the logo further showing that the publication is an ongoing one.

Cover lines:

- "ONE OF US" is written in capital letters to attract the attention of the reader, drawing them in to the topic of the edition. It also addresses' the audience and gives the feeling of synthetic personalisation (as if its speaking directly to the person reading it).

Font size/colour/etc:

- The main cover line is larger than the rest of the text, showing the main focus of this weekly issue. The font colour of the cover line is a yellow/golden colour almost like fire. This could suggest that the idea of immigration is a fiery topic within London. This yellow text directly contrasts the cold blue background of the cover. All of the main cover text is written in capital letters to help stand out against the background setting, and to give a strong representation of the topics spoken about.



Images/photographs (shot type, angle, focus):

- The main image is of Paddington Bear, he is also the main focus of the cover. Behind him, the London skyline is shown as a secondary focus image. The shot of Paddington Bear is a full body medium shot, allowing the reader to clearly observe the fine details of him, such as his clothing and facial expression. The angle of this shot is straight-on, further allowing the reader to clearly see him.

MISE EN SCENE:

- Costume= Paddington Bear is wearing his iconic attire, including his red hat, blue coat and suitcase. In relation to the topic of migration, this suitcase could be a subtle reference.
- Lighting= there is dark (artificial) lighting used on the cover, but a single street lamp injects a bright light to the image, enhancing the snow and Paddington Bear.
- Age= Paddington Bear is a young character
- Makeup= no makeup is included as the image of Paddington is an animation.
- Props= Paddington's suitcase and hat are iconic parts of his look, but the suitcase in this context is especially relevant to the topic of immigration.
- Setting= the cover is set in London on a snowy wintery day.

Language and anchorage:

- Migration
- New Paddington film
- Christmas
- The text is relatable due to the phrasing 'one of us'
- Juxtaposition has also been used. The words 'migrant' and 'British icon' are contradictory. 'migrant' is seen as a negative term however the 'British icon' is a positive phrase.
- The travel tag in the corner also shows other topics spoken about within the magazine, including Christmas and 'the vendor who went to Cambridge'

Narrative established:

- The main overall narrative presented is the new release of The Paddington Bear film with links to immigration.

3: Use the above as a model to analyse the below example of a front cover of the Big Issue (this is one of the set texts you will study for your Media Studies exam). You can use the example below or find a different one online.

You will need to research any of the terms you do not know from the above analysis.



4: You will also be studying the Daily Mail and the Guardian newspapers. Research and answer the following questions:

1) What is the circulation of both newspapers?

2) What is the political ideology of both newspapers? Which political parties do they support?

3) What is the current number of followers on Twitter for both newspapers? Do either newspaper have more than one Twitter feed?

4) Who are the targeted audiences for both newspapers? Who are the typical readers of both newspapers?

5) What is the ownership model of both newspapers? Who owns them and what structure is in place?



5: You will also need to analyse music videos. Choose any music video from the list below and answer the following questions:

List A	List B
<i>Corinne Bailey Rae – Stop Where You Are</i>	<i>Fatboy Slim – Ya Mama</i>
<i>Massive Attack – Unfinished Sympathy</i>	<i>Radiohead – Burn the Witch</i>
<i>Emeli Sandé – Heaven</i>	<i>David Guetta – Titanium</i>

1) Who is represented in the music video and how do you know?

2) How is the mise-en-scene* used to create an effect?

Some key terms you may find useful (especially if you are also taking Film Studies)

***Mise-en-scene:** anything that is put in front of the camera to be filmed, including, settings, locations, costumes, props, makeup

Cinematography: camera shots, angles, camera movement, focus, lighting

You may also consider **editing** and **sound** as appropriate.

- 3) How are the artists presenting themselves in the music video? (If they're not in the music video, think about what that shows about the artists – are they presenting themselves as edgy, cutting edge, avant-garde etc.?)

Extension Tasks

You may choose to complete some or all of the below tasks as an extension

Film Industry: Disney

Read this article from the Guardian's online news site:

<https://www.theguardian.com/film/2020/mar/21/taking-the-mickey-how-disney-swallowed-up-all-of-culture>

1. Why do you think Disney has become so 'all-consuming and all-conquering'?
2. Can you summarise Bob Iger's approach to Pixel and Marvel?
3. What are the pros and cons of the Disney + streaming service to the company?
4. How has the importance of the Chinese market influenced Disney's approach?

Radio

You will be studying Radio 1 Breakfast Show as part of your Media Studies A Level.

You *could* listen to a BBC Radio 1 Breakfast Show. This doesn't have to be live. You can find recent Radio 1 Breakfast Shows here: <https://www.bbc.co.uk/programmes/b0080x5m>

Video Games

You will be studying Minecraft as part of your Media Studies A Level.

You *could* research Minecraft and answer the following questions:

1. Who are the Minecraft gamers? (target audience profile) Age, gender, status, psychographics
2. Why do they play? Uses & Gratification
3. How often do they play? Are they 'casual' or 'serious' gamers?
4. Find out why Microsoft bought Minecraft
5. Make a list of examples of sample Minecraft merchandise (about ten is plenty)
6. In your opinion, has the sale to Microsoft changed the relationship of Minecraft audiences from prosumers to consumers? Explain your reasoning.
7. Was the sale of Minecraft to Microsoft a positive move? Explain your reasoning.

Advertising

You will be studying different types of advertising as part of your Media Studies A Level.

Shelter (Charity)



Research the charity Shelter.

1. Who does this charity support?
2. Explain the facial expressions. Why have the advertises chosen these facial expressions?
3. Why do you think the advertises have used a black background?
4. Explain why you think the advertisers have chosen to use close up face shots?
5. Analyses why the writing over their face is transparent and red. What does it represent?
6. Explain how the adverts are designed and why.
7. Explain why different ethnicities have been used.