

A LEVEL  
MEDIA STUDIES



TRANSITION  
BOOKLET

# A Level Media Studies at The Polesworth School

Welcome to Media Studies- you've chosen an excellent A Level!



Many students find the 'jump' from GCSE to A Level difficult to manage, which is understandable for many reasons. Firstly, their name literally means 'advanced qualifications', which indicates they will require much more of you as a student than GCSE work did. Many

students will have never studied the media in isolation before either, which means there is a lot of content to learn that will be completely alien to you at first. However, this is what makes Media such an engaging subject to study at A Level, as the course is designed to enhance your understanding and appreciation of the media and its role in our daily lives.

If you think back to your GCSE lessons, they were most likely structured very carefully by your teachers, and work both in class and at home would have specific requirements. At A Level, there is a far greater expectation for students to take the initiative and go above and beyond in their independent studies, to really develop your understanding of the media. The practical coursework element of the Media course requires complete autonomy as you plan, design and create your own original media products, designed to meet a chosen brief. You will also be expected to organise your own time effectively to meet deadlines and complete revision on your own.

This transition booklet has been designed to get you thinking like an A Level Media student: the activities will develop your critical thinking skills and will help you to build a solid foundation of knowledge which will stand you in good stead throughout this two-year course.

We hope you enjoy completing these activities, and that they give you a real insight into the life of an A Level Media Studies student here at Polesworth.

If you have any questions or queries, please contact Miss B Currall, KS5 Co-ordinator of English and Media Studies (email: [bcurrall@thepolesworthschool.com](mailto:bcurrall@thepolesworthschool.com)), or Miss A Hodgkinson, Head of English and Media Studies (email: [a.hodgkinson@thepolesworthschool.com](mailto:a.hodgkinson@thepolesworthschool.com))

## Key Information

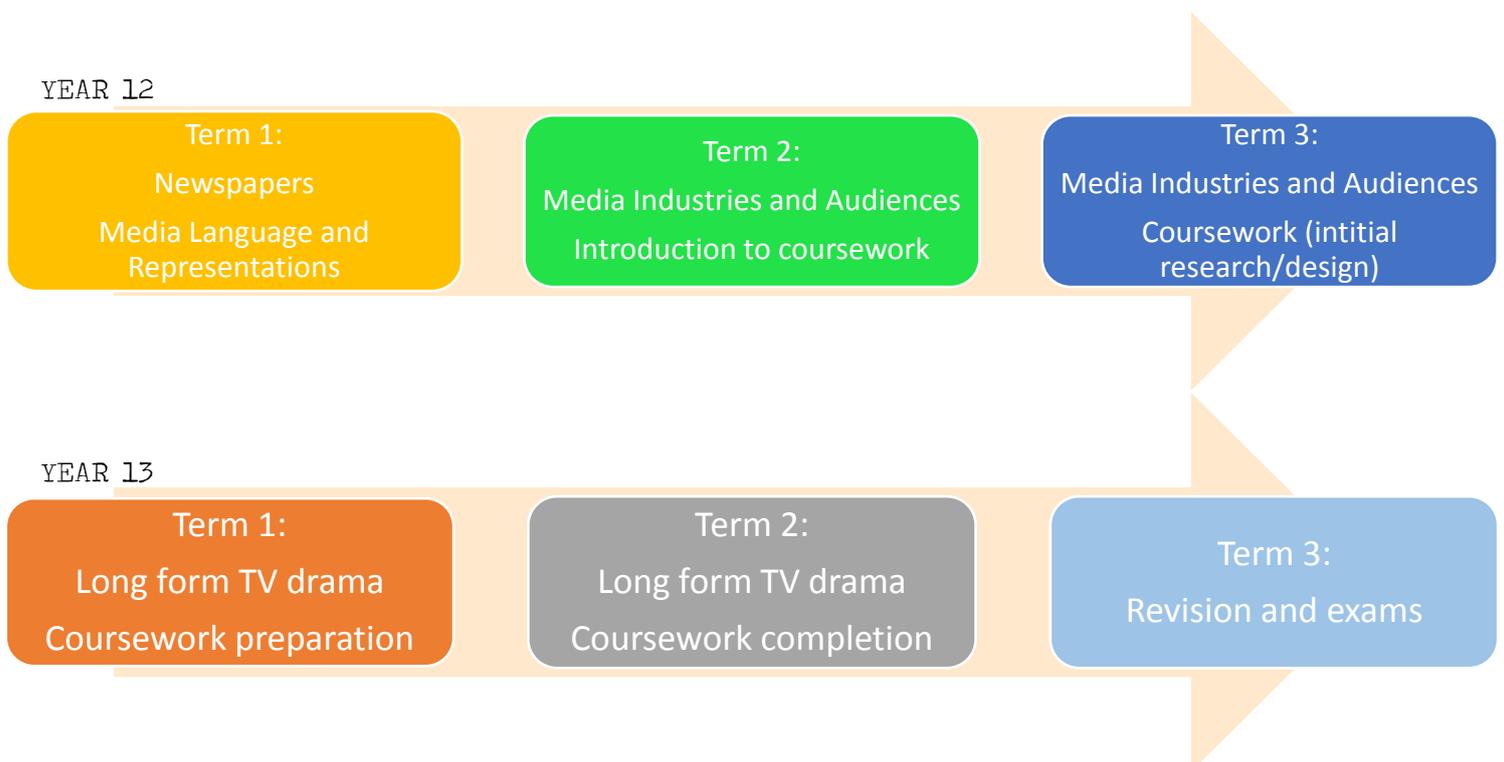
Exam board: OCR (H409)

### Case studies

Throughout the two year course, students will explore a number of 'case study' media products, to develop their knowledge and understanding of a range of different media industries. These case studies include:

- *The Daily Mail* and *The Guardian* newspapers, plus their online and social media counterparts
- *The Big Issue* magazine
- *Old Spice*, *Lucozade* and *Shelter* advertisements
- Two music videos by Emeli Sande and Radiohead
- Two versions of Disney's *The Jungle Book* (1967 and 2016)
- The video game *Minecraft*
- An episode of *The BBC Radio 1 Breakfast Show*
- The first episodes of the TV dramas *Homeland* and *The Killing* (*Forbrydelsen*)

### KS5 CURRICULUM MAP



## Transition Activities

Please complete the compulsory task and then select at least **three** of the activities in the grid on the next page to complete during your extended summer- you can, however, complete as many as you wish. We will expect you to bring your completed activities along with you to your first A Level Media lesson in September.

### Compulsory task:

Find two reports on the same topic/event from two different newspapers (one tabloid and one broadsheet). These can be newspapers or online versions - please bring in a copy of the stories you have chosen

Complete the comparison chart in detail, focusing on:

Content - what has each writer chosen to focus on? How do the articles start/end? What are the headlines and why has the newspaper used this headline? Which people/places are discussed in the article and why?

How language is used in both reports e.g. the vocabulary chosen; how language is used to evoke sympathy from the reader; how language is used to create a particular tone.

How images are used e.g. what is the focal image of and why? Which camera shots are used and what is the effect? Are any other secondary images used? What are they of? Why?

Representation - how are people/places represented e.g. the victim, politicians, deprived areas etc.?

Layout - How is the page organised? Where is the image? Where is the text in relation to this? How much text is there? How is the information organised? What is the effect?

Audience - who is the audience of each piece e.g. is it aimed at men/women? Middle class/working class? Particular races? Ages? People from a particular area? How can you tell who the audience are?

## Transition Activities

Other activities (select at least three):

Learn about different camera angles and shot types, and take your own shots from each angle to demonstrate your understanding	Create a short YouTube video or podcast between 10-20 minutes in length, discussing the impact that you think the media has on teenagers in modern society (you can consider both positive and negative aspects!)	Keep a 'news diary' for a month, and write down 5 new news stories you come across each week in two different newspapers. Consider if each newspaper focuses on different content (e.g. does one focus on celebrity gossip more than politics?)
Analyse two perfume adverts found online- one aimed at men and one at women. How do they each target their separate audiences?	Listen to 45 minutes of The BBC Radio 1 Breakfast Show and create a timeline of events, including listing all of the songs played in that time	Research the history of Disney and produce a booklet of information to keep
Create a document explaining how the media has influenced your life. You could create an essay, a poster, a PowerPoint, a YouTube video, a podcast- it's completely up to you!	Find an example of a magazine aimed at men and one aimed at women- what are the differences between the content on their front pages?	Create a magazine front cover or an advert for a product aimed at people your age. You can use Word, Publisher, PowerPoint or any other production software you may have

Recommended reading/revision materials:

- *A Level Media Studies: The Essential Introduction* (2019)
- *Media Theory for A Level: The Essential Revision Guide* (2019)
- *My Revision Notes: OCR A Level Media Studies* (2018)
- *OCR A Level Media Studies Student Guide 1: Media Messages* (2019)
- *OCR A Level Media Studies Student Guide 2: Evolving Media* (2018)
- Revision World ([revisionworld.com](http://revisionworld.com))
- Mrs Fisher's YouTube videos
- TRC Media Studies on YouTube

