

Subject	A Level Media Studies
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Tasks to complete:

Task 1:

Watch this clip from the media insider and summarise what media studies is in terms of:

1. What are the four main concepts
2. Explain what each concept consists of
3. Provide an example of how this can applied to a media of your choice.

https://www.youtube.com/watch?v=qE-B_XkoAgQ

Task 2:

Complete the Semiotics and Narrative tasks provided in your taster session.

Task 3:

Research media theorists

Using the playlist provided, summarise the following theories in terms of the following:

- What do they say about media?
 - What is the key terminology they use?
 - Apply the theory to a media product of your choice.
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1. Laura Mulvey's Male Gaze Theory
 2. Roland Barthes Semiotic Theory
 3. Levi Strauss Binary Oppositional Theory
 4. Todorov's Narrative Theory
 5. Propp's Character Theory
 6. Van Zoonen's Feminist Theory
 7. Hesmondhalgh's Cultural Industries Theory
 8. Curran and Seaton's Power and Responsibility Theory
 9. Livingstone and Lunt's Regulation Theory
 10. Henry Jenkins' Fandom Theory
 11. Steve Neale's Genre Theory
 12. Gilroy's post-colonial Theory

https://www.youtube.com/watch?v=_vINP4yXsFI&list=PLm6BhMZgdGbBGcK-GI2IGeXXVS8n4g4b6

Task 4: Begin research for your first set products for Film (Black Panther) and for Marketing and Advertising (TIDE)

Black Panther:

- Who made the film
- Who are they a subsidiary of
- What franchise is it a part of
- Who directed the film
- What is the film about
- How much did it make at box office

- What awards was it nominate for/won

TIDE:

- What is the brand?
- When were they popular?
- What do they make?
- What is meant by 'consumer culture'?

<p>Additional reading and independent study</p>	<p>Familiarise yourself with the following channels on YouTube for very helpful information relevant to the course: The Media Insider: https://www.youtube.com/@TheMediaInsider Mrs Fisher: https://www.youtube.com/@mrsfisher8961/playlists</p>
<p>Any other information</p>	