



Getting Ahead – Pre-course Work

#ThinkBrock

Media Studies A Level

Welcome to Media Studies. In preparation for the start of the course, please complete these tasks and have them with you to hand in during your first week of college in September.

These tasks should take you approximately four and a half hours to complete and are designed to give you an introduction to the subject, and the expectations we have for you to complete at least four and a half hours of independent study, per subject, per week.

Task 1: MEDIA RESEARCH QUESTIONS

This year we will be examining all areas of the media, both traditional/legacy media and modern/digital media. It will be important to assess your own media habits and explore areas you may be less familiar with. Please answer the following questions:

1. What is the most popular broadcast TV channel in the UK?
2. What do you watch on broadcast TV?
3. What is the most popular streaming service in the UK?
4. How much does it cost per year to subscribe to that streaming service?
5. Which streaming service do you use most?
6. What is the UK's best-selling daily newspaper?
7. Why don't younger people buy newspapers as much today?
8. Where do you get your news/information from?
9. What is the most popular music streaming service?
10. Who is the biggest selling musical artist (band or singer) of 2024?
11. What is the most popular games console of 2024?
12. What are some pros and cons to watching films at the cinema?
13. What are some pros and cons to streaming films at home?

You can use the internet to research some of these answers, but your own personal viewing habits and opinion are important too. We will be discussing these answers in our first week.



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Task 2: MUSIC VIDEO ANALYSIS

A big part of media studies is analysing media products. This means understanding how products (TV shows, films, adverts, etc) were made, what techniques they have used, how they tell stories and express ideas, and how they represent people or issues, amongst other things. We will be learning these skills in the first few weeks of the course.

For this task you need to pick a music video that you like and attempt your first analysis of it. This could include the following:

- What techniques are being used in the video? What kind of camera shots/framing/edits have been used? Is there lip synching, or dancing? What do we see?
- What can you say about the locations used, and where it is set?
- What is the story of the video and how do they tell it to us?
- What/who is being represented in the video? Is there a type of person or an issue that is being presented in the video in a certain way?

This can be written up as bullet points addressing the above questions. Do not worry if you cannot answer all these questions. This is just a starter task to get your thinking about the things we do in class.

It can be handwritten or typed and should be handed in in the first week of your course.

Getting Equipped

You will need the following:

- A note pad specifically and only for media.
- Folder to keep handouts.
- Stationery (pens, pencils, a ruler)
- Learners can use a laptop in class