



CREATIVITY
COLLABORATION
3D PRODUCTION
PRACTICALS
DESIGN
CINEMA PHOTOGRAPHY
INTERACTIVITY
ADVANCED
TEAM WORKING
VISION
CONCEPT CREATION
MEDIA PROFILE
BROADCAST
LEADERSHIP
SPECIAL FX
NEWS

**Taverham Sixth Form
Access Media Studies
(OCR Cambridge Technical Level 3)
Induction Day Preparation Work**

Name

Why study Media Studies?

'In our media-saturated age, it's vital that young people can evaluate competing sources of information, and communicate effectively within a fast-changing digital environment. This isn't just a matter of easy-to-learn skills. They need critical knowledge of media texts, audiences and digital culture, and of the complex political economy and technology which underpin them.'

Professor Sonia Livingstone, OBE, London School of Economics and Political Science

The media is the most dynamic, innovative and influential method of mass communication of modern times. It has been reported that adults in Great Britain are consuming media for almost eight hours a day. That's eight hours a day watching films and television, reading newspapers, and sifting through online media. Within that time, we are bombarded by other people's representations of the world and how we respond to these representations can affect our perceptions of people, places and society, of politics and culture, of ourselves and of our place in the world.

Media Studies is a vital tool necessary to understanding the media's significance and its power.

[IPA: Adults spend almost 8 hours each day consuming media](#)

Course Structure

Unit 1: Media Products, Industries and Audiences (mandatory)

Written examination: 2 hours / 50% of qualification

Whichever sector of the media you want to work or specialise in, all media institutions work to create products that meet the needs of specific target audiences.

The aim of this unit is for you to develop your understanding of how different media institutions operate in order to create products that will appeal to specific target audiences. You will learn about the different ownership models within media industries, and how to analyse different media products within the sector in order to understand how meaning is created for audiences.

You will learn about how audiences are categorised, researched and targeted by media producers. You will also learn about how media institutions distribute and advertise their products to audiences.

Unit 3: Create a Media Product (mandatory)

Internally assessed practical work / 33% of qualification

Media products have a range of different purposes. Whether it is to advertise and promote a product or service, inform an audience of a cause or engage and entertain an audience.

The aim of this unit is for you to develop knowledge and understanding of the production processes of producing a media product from one of the following:

- print-based product
- audio-visual product
- audio product

You will apply your learning gained in Unit 1 to plan and produce a media product. You will complete planning materials to take forward in the production and post-production stages of an intended media product. You will plan, produce and edit original content for your intended product.

By completing this unit you will have the skills to:

- create a proposal to meet a client brief
- produce planning materials
- create and manage original content for the product
- apply editing techniques

Final Unit: chosen by your course teacher dependent on their areas of expertise

Internally assessed practical work / 17% of qualification

Dependent on your tutor's choice, your final unit could be one from the following optional units:

Unit 13: graphic design for digital media products

Unit 19: UK broadcasting

Unit 21: plan and deliver a pitch for a media product

Unit 22: scripting for media products

Unit 23: create a personal media file

Unit 24: cross-media awareness

Preparation for July Induction

You are not expected to have completed all these tasks ready for the July induction days. However, if you want to check anything you are working on then please bring it with you in July.

Task 1

Media & Me

Task

Produce a mind map detailing all the different forms of media that you encounter/use in your life. Order or number the media you use in terms of how influential it is in your everyday life.

(1 – has little impact of influence 10 – shapes my way of thinking about the world)



Task 2

Power of the Media

'The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses.'

Malcolm X – American-Muslim minister and human rights activist

Task

How do you feel about this statement? Write a response of approximately 400-500 words about the power of the media.

Task 3

Media Audiences

Studying media doesn't simply involve studying a text; it also requires you to apply theoretical ideas and perspectives to those texts. This is particularly useful when considering why and how audiences engage with media texts.

Task

Research and summarise the following audience theories and concepts:

- 1) Use and Gratifications Theory (Blumler & Katz)
- 2) Reception Theory (Stuart Hall)
- 3) 2-Step Flow Theory (Lazarsfeld & Katz)
- 4) The Hypodermic Needle Theory
- 5) 4Cs - a psychometric method - (Young and Rubicam)
- 6) VALS – values and lifestyles

Task 4

Creating Media

For Unit 3 you will need to respond to a brief to create a media product. Here is a very simple version of a non-specific brief that you can use for this task:

Your production should be created for a **mainstream**:

- TV broadcaster *or*
- magazine publisher *or*
- record label *or*
- film studio

and target a **mainstream audience** of **16-34** year-olds who have an interest in the genre/topic of the product.

Task

Choose from **one** of the following options and create a design either by hand (neatly, with colour and fine lining) or using any computer software you have access to.

1. Plan and design the **website homepage** for a **new** TV series aimed at the suggested audience. You can choose the genre or sub-genre.
2. Plan and design the **magazine front cover** for a **new** lifestyle magazine aimed at the suggested audience. You can choose the genre or sub-genre.
3. Plan and design the **website homepage** for a **new** music artist who is not currently signed to a mainstream label, but you will pretend that they are. Source **one** from:
[Soundcloud](#)
or
[BBC Music Introducing](#)
4. Plan and design the **theatrical release film poster** for a **new** film aimed at the suggested audience. You can choose the genre or sub-genre.

In order to do this successfully, you will need to do a little bit of research into your chosen text type so that you know the features and layouts of these types of text.

Please ask if you have any questions:

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