

AQA Media Studies

- Pre-introduction reading and tasks

Pre-introduction booklet tasks

- Task 1- Read the Media glossary attached. You need to know these words to be able to explore any media text
- Task 2- Work your way through the PowerPoint, completing the tasks along the way (the sheet for task 1 is on the word document)

What do these boys represent?

In your books, **mind-map some words that come to mind when you see this group of boys.**

Once you have done that, pick one of the boys and answer the following questions:

Name:

Age:

Job/What is he like at school?

What he does at the weekend?

Does he have a family, what are they like?

Would you like to be friends with this person, give a reason for your answer.



You have 5 minutes to complete this task

Extension task: One of these boys is a character in your new film, please write a character brief for them.

MEDIA INTRODUCTION

LESSON 1

LESSON OBJECTIVES

ALL will recognise the media key terms.

MOST will be able to define some of the media key terms and incorporate some of them into the key terms PowerPoint.

SOME will be able to use the media key terms confidently and incorporate all of them into the key terms PowerPoint.

MEDIA CONCEPTS

There are four major concepts in Media Studies which you will need to understand:

- media *Language*
- *Institution*
- *Audience*
- *Representation*

It is also useful to be aware of *Narrative* and *Genre*

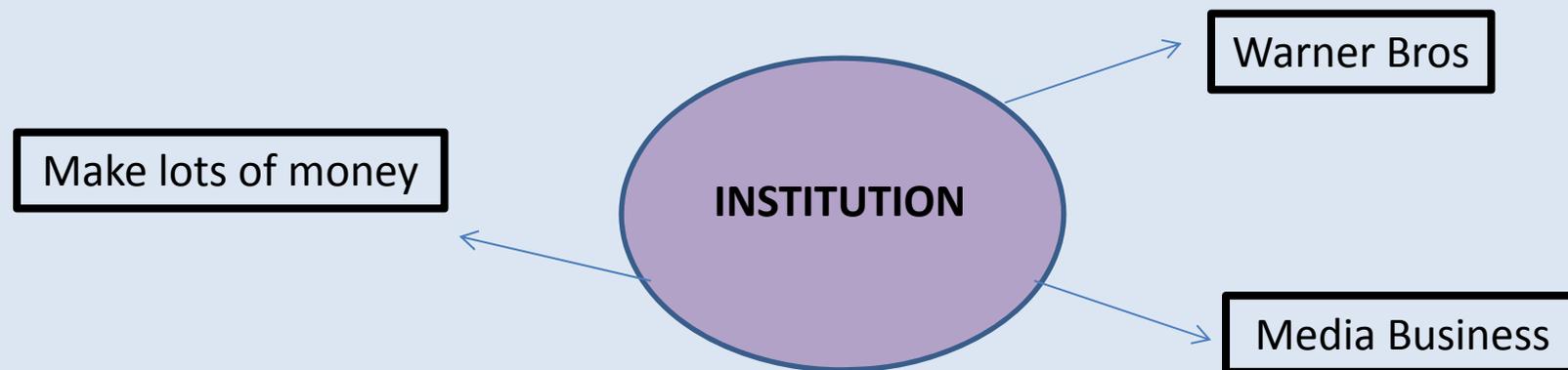
MEDIA CONCEPTS

How can we define these concepts?

Perhaps you know them already, perhaps you have looked at representation in English....

Lets see what YOU know!

In your books you need to show me what you ALREADY know about each one of the concepts. You can either attempt to write a definition or mind-map some ideas relating to the word. For example:



You have 10 minutes to complete this task.

MEDIA CONCEPTS

INSTITUTION

All of the media is a business. They are not primarily there to entertain us. They are there to make money (with some exceptions, such as the BBC).

Media production is done by organisations. These organisations make the product, sell it and then advertise and distribute it. The type of institution can influence the media product.



MEDIA CONCEPTS

Language:

Media Language means the way in which media texts **communicate** with people that use them. You may find out about **camera movement**, **editing** and so on.



- The words, images and sounds of media products
- How the media is constructed
- How the media communicates with us

When you are writing assignments in media I will remind you to use 'media language'.

MEDIA CONCEPTS

REPRESENTATION

Media products present us with information about the world.

This information has to be selected and shaped towards what we see or hear.

Media production means that all information is represented.

If I take a photo of an apple, it remains a photo of an apple, not a real apple.



How is this football supporter being represented?



MEDIA CONCEPTS

Audience

The people who consume the product (which might be bought or simply seen or heard). All people who experience a media product form part of its audience.

TARGET AUDIENCE: People the product is aimed at.

Audience study turns attention on how people receive these communications. You may learn when studying popular music about how audiences are targeted by Record companies, or about the way two papers present the same story when studying newspapers.



Applying the KEY CONCEPTS

Now that you know the media key concepts you need to make sure that you apply them to all your assignments or practical work within media studies.

Using Media key terms in assignments = HIGHER MARKS

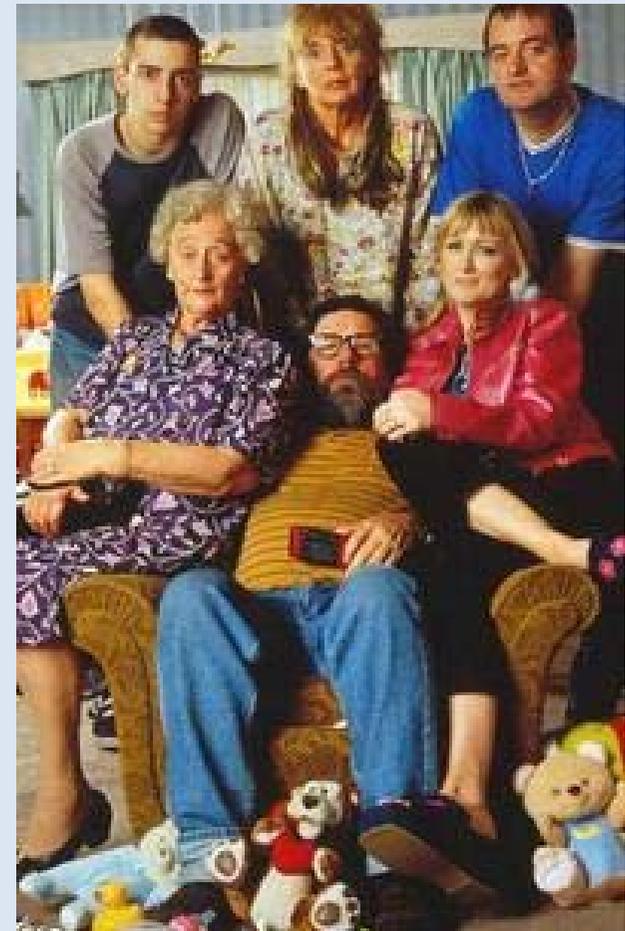


Applying the key Media Concepts....

Can you identify how characters are represented in the television programme 'The Royle Family'? (You can watch any episode)

Worksheet 1: Watch 'The Royle Family' clip and then answer the questions on the Worksheet regarding the clip.

You need to work through the questions whilst watching the clip and you will have 10 minutes after to complete the worksheet.



Activity: Research your favourite TV show/film

You need to choose one of the following:

Your favourite:

- **Television programme** or **Film**

You then need to produce a PowerPoint including the following information:

Task 1: The name of the film/television programme, year it was produced, who produced/directed it? What **genre** is the film/television programme?

Task 2: The **institution** that makes it. Include the name, some history about the institution and tell me about other programmes they produce.

Task 3: What does the film/television programme **represent**. Tell me about some of the characters, what do they represent, are they **stereotypes**?

Task 4: Who is the **target audience**? How do you know this is the **audience** and why would they be attracted to this media product?

You have 1 HOUR and 10 minutes to complete this task

Task

Design a collage of a 'representation' or commonly seen stereotype:

For example, here is mine for '*dumb blonde*':



Yours should be more detailed than this and may include key words.