**Welcome to A level Media Studies Taster Tasks 2023**

Included in this pack are the following activities:

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| Title of Tasks | Purpose of Task: | Time to be taken | Outcome Expected |
| Task 1: Review of Advertising Industry & Representation | Building on Prior Knowledge/  Applying examples. | 2 hours | 500 words with pictures |
| Task 2: Introduction to Media Theory & Regulation | Understanding of Stuart Hall’s Theory of Representation and Livingstone and Lunt’s Regulation Theory.  Early familiarity with key thinkers.  Applying examples. | 3 hours | 1000 words with pictures |
| Task 3: Wider Research | Improve media studies vocabulary  Develop alternative readings of the representation of gender/ ethnicity/ disability/ issue/events informed by theory by analysing alternative representations | Open Ended | Analysis of own issue/ event represented by the advertising/ film industry  3-5 slides PPT or A4 page of screenshots annotated with media language. |

**Task 1: Review of Advertisements & Representation of issues.**

1. Make a list of mind map of the media’s role in society.

2. Research Stuart Hall’s THEORY OF REPRESENTATION. Condense the key points into 3-5 bullet points.

3. Stuart Hall’s THEORY OF REPRESENTATION. Watch the clip from Al Jazeera and add to your notes: <https://www.youtube.com/watch?time_continue=1&v=FWP_N_FoW-I&feature=emb_logo>

Create a ‘Media Studies Glossary’ - be sure in your summary of his theory, you include a clear definition of the terms:

* Representation
* Stereotype

4. What is your favourite advertisement at the moment? Evaluate: do people still watch ads? Would you pay for a premium service to remove ad content from your streaming platforms? Explain why/ why not?

5. Stretch and challenge Q - Do you know who regulates advertisements in the UK?

6. Research the ASA and have a clear definition of how they regulate the advertisement industry. On what platforms do they operate? Condense into 5-8 bullet points.

**Task 2: Introduction to Media Theory & Regulation**

1.

a) Watch the following clips explaining the role of the ASA and add to your notes:

<https://www.youtube.com/watch?v=0xjTJoLklvs>

<https://www.youtube.com/watch?v=-Ag9EWMwGBY>

b) What do you think constitutes as a misleading advertisement. List 3 things that make an advert misleading!

c) How many people need to complain about an advertisement for the ASA to launch an investigation into the ad?

2. Research Livingstone and Lunt’s THEORY OF REGULATION.  
Draw a concept map to explain the theory in your own words/ include images where possible.

3. Livingstone and Lunt’s THEORY OF REGULATION  
Watch the clip from Professor Zaidi, Head of Media Studies at Cambridge University and add to your notes:

<https://www.youtube.com/watch?v=mmQ5WNrkSA8>

4. Research the following definitions and add them to your Media Studies glossary:

* Regulation
* Self-regulatory
* Platform
* Pluralism

5. Who regulates the film industry in the UK? Summarise how they operate into 5 bullet points: <https://www.cbbfc.co.uk/what-we-do/how-we-rate-films>

6. List what are the age rating classifications for films in the UK?

Watch the clip <https://www.cbbfc.co.uk/what-we-do/why-do-we-have-12a> What is the difference between a 12 and 12A rating?

Research the definitions of the following media terms and add them to your glossary:

* Title
* Billing block
* Tagline
* Release date
* A-List actor

7. Watch the trailer for the 2023 Barbie film and make notes on how stereotypes are used in the film. Try to consider the visual/ technical/ audio/ narrative codes used to convey this to the audience: <https://www.youtube.com/watch?v=R97vOlMD7q8>

8. Listen to a BBFC podcast and make notes on a specific example of BBFC age rating decisions, challenging titles and classification issues: <https://www.bbfc.co.uk/about-us/podcasts>

**TASK 3: Wider Research**

1. Choose your own print advertisement or film poster from 2023 to analyse.
2. Look at how they use/ challenge/ subvert stereotypes in their representation of gender, ethnicity, disability, or issue/ events across the Summer holidays – you can Google them online – you do not need to buy a physical copy but you will need to annotate a version of it and be ready to hand in.
3. Annotate the advertisement/ film poster with your analysis using all the media terminology you have got in your glossary to date.
4. Apply Richard Dyer’s Theory of Representation and apply it to your chosen advert/ film poster.