**Welcome to A level Media Studies Taster Tasks 2022**

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 Newspaper Coverage & Issues of 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 Noam Chomsky’s Manufacturing Consent  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 an issue/event informed by theory by analysing alternative representations | Open Ended | Analysis of own issue/ event represented by the newspaper industry  3-5 slides PPT or screenshots annotated with media language. |

**Task 1: Review of Newspaper Coverage & Issues of Representation**

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 way to access news?

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

6. Research the IPSO and have a clear definition of how they regulate the newspaper industry.

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

1.

a) Watch the clip explaining the role of the IPSO and add to your notes: <https://www.youtube.com/watch?v=GKF9Tl6srW0&feature=emb_logo>

b) What do you think constitutes as a misleading newspaper story? Is this any different to fake news? List 3-5 things that make a story misleading!

c) This is how the IPSO have addressed such misleading claims. Watch the clip and answer the following: Which examples can you spot? Do you think their rulings, corrections and clarifications go far enough? <https://www.youtube.com/watch?time_continue=1&v=_aqr3cw2gpY&feature=emb_logo>

2. Research Noam Chomsky’s THEORY OF MANUFACTURING CONSENT.   
Draw a concept map to explain the theory in your own words/ include images where possible.

3. Noam Chomsky’s MANUFACTURING CONSENT  
Watch the clip from Al Jazeera and add to your notes: <https://www.youtube.com/watch?time_continue=2&v=34LGPIXvU5M&feature=emb_logo>

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

* Tabloid
* Broadsheet
* Sensationalism

5. Tabloids tend to be more guilty at breaching the IPSO’s guidelines, as they often sensationalise news stories. Can you come up with a list of differences between tabloid and broadsheet publications? Create a comparative grid or double bubble map to list the differences.

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

* Masthead
* Buzzwords
* Captions
* Hard/ soft news
* Skyline
* Sidebar
* Headline

7. Analyse the tabloid V broadsheet representations (below) of the COVID-19 restrictions/ #FreeBritney/ Royals and annotate with how they differ in as much detail as possible:









8. Listen to a podcast and see how this medium compares to more visual news like newspaper front pages? Suggested podcasts:

<https://open.spotify.com/episode/7J4xxFPoBSDTJGEccv4e5D> - ITV News

<https://www.bbc.co.uk/sounds/play/p08888s8> – BBC Sounds

**TASK 3: Wider Research**

1. Research your own issue/ event across the Summer holidays represented in the newspaper front pages – you can Google them online – you do not need to physically buy the papers, and be ready to explain how it uses stereotypes or sensationalism to target its audience.
2. Annotate them with your analysis using all the media terminology you have got in your glossary to date.
3. Apply Richard Dyer’s Theory of Representation and apply it to your chosen front pages.