



# Getting Ready for...

---

## **KS4 (GCSE) Media Studies**

Commissioned by GCSEPod.

This resource is strictly for the use of schools, teachers, students and parents and may not be sold. It may be freely downloaded for the purposes of teaching and study during the coronavirus pandemic and until such time that GCSEPod decides. All opinions and contributions are those of the authors. The contents of this resource are not connected with, or endorsed by, any other company, organisation or institution. All rights reserved.

To find out more about subscribing to GCSEPod with access to hundreds of resources for teachers, students and parents please go to [www.gcsepod.com](http://www.gcsepod.com)

April 2020

# Activities

## 1. Theoretical framework

Regardless of the exam board you are studying, each GCSE Media course requires you to learn about the different elements of the theoretical framework. There will be many synoptic links with the theoretical framework, meaning you will need to make links across the different areas. These are:

- Representation
  - Media Language
  - Institutions
  - Audience
- Can you create an acronym or mnemonic to help you remember the different areas?

## 2. Key terminology

Each GCSE course requires you to be confident with media terminology. You will be awarded more marks for correctly using terminology.

- Research the meanings of these key terms, learn them and test yourself:
  - Genre
  - Stereotype
  - Convergence
  - Media regulation
  - Active audience
  - Passive audience
  - Intertextuality
- To extend, can you use the key words in a sentence in relation to a media text such as a film, television show, magazine or social media platform?

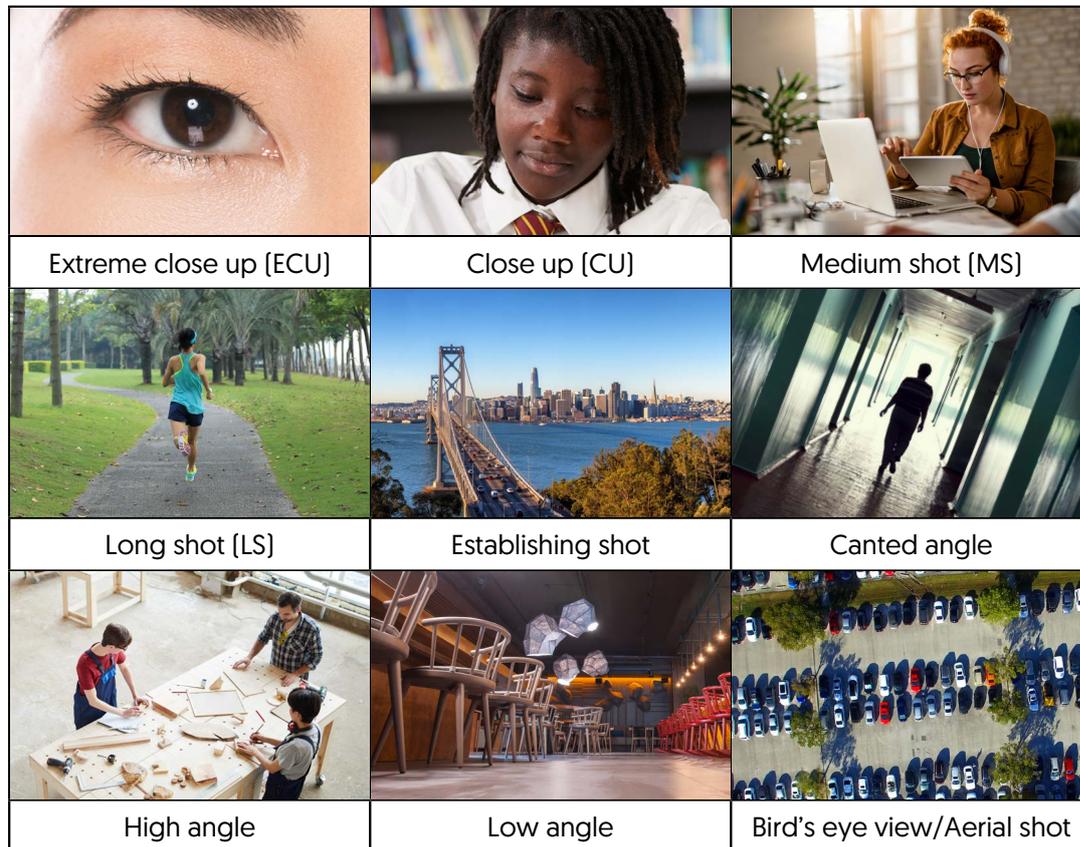




### 3. Camera language

Camera language is one of the four elements of media language. Camera language covers shots, angles and camera movement.

- Learn the following camera shots and angles...there are many more!



- Once you're confident with the different terms, pick an opening sequence from any crime drama (e.g. *Luther*, *Sherlock*, *Line of Duty*), screenshot 10 stills and identify the shot types and angles in bullet point form.
- To extend this, think about why the camera shots and angles you've identified have been chosen – is someone being introduced? Is something being emphasised?

### 4. Crime dramas

- Watch an episode of any crime drama of your choice.

Netflix offers *Luther* and *Line of Duty*, Amazon Prime has *The Avengers* and YouTube has various *CSI* episodes.

- Once you've watched an episode, build on the previous task! Pick any scene you like and try to write a paragraph about the different camera shots and angles.



## 5. Music videos

Music videos are an important way for artists to connect with their audience, whilst also promoting their music.

- Watch at least two music videos from the following artists:
  - Little Mix
  - The Vamps
  - Beyoncé
  - Avril Lavigne
  - Bruno Mars

## 6. BBC Radio 1 Live Lounge

Visit the BBC Radio 1 Live Lounge website to find out what's available to audiences - <https://www.bbc.co.uk/programmes/p01029mq>

- Listen to an episode of the Live Lounge and make some brief notes:
  - What's the mode of address?
  - What's included in the episode?
  - Who presents the Live Lounge?

## 7. Magazines

There is a definite decline in the sale of magazines, however consumers still enjoy a tangible product.

- Find two magazine front covers from different genres targeting different audiences. Examples could include: fashion, music, entertainment, food or health.
- Identify four things on the covers that would appeal to the target audience.





## 8. Film industry

- Find out what the term 'Big 6' means in relation to the film industry. Who are they?
- Now, look closely at Warner Bros and find five facts about them. Build on those facts and research into *The Lego Movie* by finding a further five facts about the film. You might discover how many Lego pieces it took to produce the first film!

## 9. The Lego Movie

Films rely on successful advertising and marketing campaigns. Without them, it could jeopardise the success of a film and result in a loss of profit.

- Find the *Lego Movie 1* and *2* poster advertisements and make notes as to how they would engage different audiences.
- Watch 'The Lego Movie – Lego Ad Break' on YouTube and identify any intertextuality.

Intertextuality is when one media text makes reference to another pre-existing media text. For example, Ariana Grande's music video *thank u, next* has many intertextual references to films such as *Mean Girls* and *Legally Blonde*.

- To expand, looking closely at the different characters within the Lego Ad Break, can you write a paragraph about how stereotypes are challenged or conformed to?

## 10. Newspapers

- Choose a newspaper article from two different newspapers' websites.  
Try to pick one from the *Guardian's* website and one from a tabloid such as *The Sun* or *The Daily Mirror*.
- What are the differences between the two articles?

Look closely at:

- The layout of the article
- The use of imagery
- The formal/informal address of the article
- The amount of words

