

A Level MEDIA STUDIES

Progression Work



A Level Media Studies covers five key areas, these are known as the **'Theoretical Framework'**. These four areas are:

- **Media Language** (*how meaning is created in a media text*)
- **Representation** (*how people, groups, issues are presented by a media text*)
- **Media Industry** (*the ownership, funding, marketing of a media text*)
- **Media audiences** (*how texts target certain audiences, how audiences consume texts*)
- **Media contexts** (*what social, cultural, economic and historical factors have influenced the product?*)

The tasks you are going to do in this booklet will help you explore these five key areas.

TASK 1

Most mainstream media companies exist as part of a **CONGLOMERATE**. They are what is known as **SUBSIDIARY** companies. Find the media definition for the two terms in capital letters and write a definition for both terms.

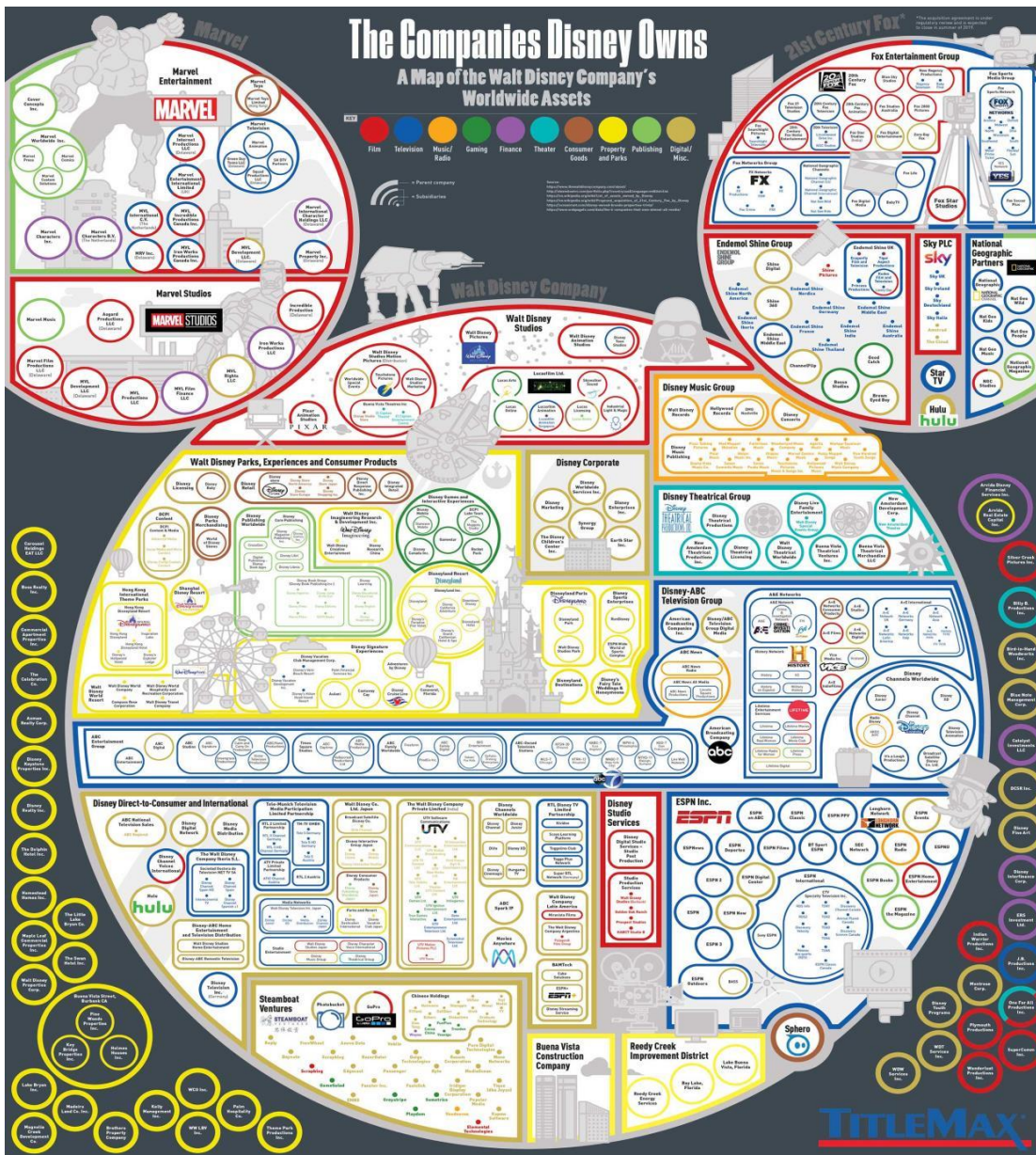
CONGLOMERATE	
SUBSIDIARY	

Disney for example, is a large conglomerate company, it is very rich and powerful, it has a global reach and it owns many other companies that cover all areas of the media industry.

TASK 2

Explore the Disney info-graphic (Resource 1) and answer the questions below:

(zoom in to get a closer look or follow the link https://storage.googleapis.com/titlemax-media/1c8ace8f-every-company-disney-owns-13_pageversion-lg.jpg)



- What different media sectors does Disney have companies in? (i.e. film, tv, etc.)
- Disney owns Marvel Studios – why do you think they bought it? What does Marvel add to Disney as a company?
- Looking at the other companies Disney owns, if Disney release a film what else could they release with the film to maximize profits? (i.e. games, etc.)

TASK 3

Write a paragraph exploring the following statement:

Disney can be considered a major media companies. To what extent do you agree with this statement.

Use the words **CONGLOMERATE**, **SUBSIDIARY** and **SECTORS** in your paragraph.

TASK 4

As Disney is such a large company with many subsidiaries, making a range of different media texts, it has the ability to appeal to a **wide global audience** and is able to **maximise profits** and **audience reach**.

Research the following two companies that Disney own and decide how the audiences for the two companies are different

- **Pixar Animation Studios**
- **Searchlight Pictures**

Company	Types of products/ examples	Target audience
Pixar Animation Studios		
Searchlight Pictures		

When we look at target audiences, we often talk about a product having a **PRIMARY AUDIENCE** and a **SECONDARY AUDIENCE**. Write a definition for both these terms. Research these terms if you do not know.

PRIMARY AUDIENCE	
SECONDARY AUDIENCE	

Who do you think the primary and secondary audiences are for the following Disney products:

- **Black Panther**
- **Toy Story**
- **National Geographic Magazine**
- **Star Wars franchise**
- **Demi Lovato (music)**

TASK 5

Watch the following videos on Media Theory. Summarise the key points from each theory

- Media Language Theory <https://www.youtube.com/watch?v=bow0Y9QUIBU>
<https://www.youtube.com/watch?v=hNaDStRuPdI>
<https://www.youtube.com/watch?v=1glttxEEVul>
- Representation Theory <https://www.youtube.com/watch?v=tTRk3Y6BngA>
<https://www.youtube.com/watch?v=73GzwfKFqXc>
- Audience Theory <https://www.youtube.com/watch?v=U7RO60SkDbw>
<https://www.youtube.com/watch?v=7JhbgHIVdnE>
- Industry Theory <https://www.youtube.com/watch?v=KUteUbVS5DA>
<https://www.youtube.com/watch?v=xD4LDiDAmIM>

TASK 6

Watch the *7 Must Watch British Crime Dramas* (One of Us (Retribution), Peaky Blinders, Broadchurch, Shetland, The Stranger, Killing Eve, Criminal)

<https://www.youtube.com/watch?app=desktop&v=U82eJ6RSmYc&t=44s>

Answer the following questions:

1. What do you recognise from your contemporary experience of crime dramas?
2. What is different?
3. Why have there been changes?
4. Why do some elements stay the same?

Finally, you must watch Season 1 Episode 1 of Peaky Blinders. This will be the first exam product you will study for Component 2.

You could watch the rest of season 1 if you wish.

See you in September 😊

