



A-level Media Studies

Summer Work 2021



Task 1 - Paper 1

Advertising

Mrs Redstone

We have looked at Old Spice in the lesson- Find another male grooming advert from a different brand and try and list all the connotations (assumptions) you can make from the messages the advert is presenting?

How does the advert represent gender? Does it show more traditional stereotypes or challenge them?

Research task- Research the following three brands and answer the questions below:

Old Spice

Lucozade

Shelter

When did the brand first start? (Find an example of an older advert)

Who were the brands original target audience? (How do you know?)

Why did Lucozade and Old Spice re-brand? (Find a more recent example of an advert after the rebrand)

Where the connotations of the product within the new adverts- (List 5 from each advert)

What is an awareness advert?

What are Shelter's main aims?

Find a recent shelter advert and list 5 connotations from the images and layout used.

Using one or both of the websites below to find up-to-date front covers, complete the research table on the following slide for each of the listed British newspapers.

[Sky News - The Papers](#)

[BBC News - The Papers](#)

Your research will be broken into three tasks for each newspaper...

- 1) A **deconstruction** of a front cover, using **semiotic analysis**. Link to your slides in the grid (see my example for The Times as guidance)
- 2) A brief overview of the **ideology** of each newspaper.

Use this article to guide you -

<https://yougov.co.uk/topics/politics/articles-reports/2017/03/07/how-left-or-right-wing-are-uks-newspapers>

- 3) Use this [Statista News Research](#) page to find out the daily readership for both Online & Print for each paper. [This Wikipedia page](#) is also a good source for basic information about print circulation.

Use [this Statista search page](#) to find articles breaking down the 2019-20 basic audience demographics for each U.K paper. *(Note - remember all figures are monthly, in 1,000s, and you might need to go to the next search page tab)*

Name of Paper	Deconstruction of front cover	Ideology (Political & General)	Target Audience & Circulation
The Daily Mail			
The Guardian			
The Sun			
The Telegraph			

Name of Paper	Deconstruction of front cover	Ideology (Political & General)	Target Audience & Circulation
The Daily Mirror	<u>Deconstruction of Daily Mirror 16th June 21</u>	<p>The Daily Mirror is a left-wing red-top tabloid, that often holds quite populist viewpoints.</p> <p>The Mirror has always been historically supportive of the Labour party, and hence shares many of its ideals in terms of economics, state involvement and law making.</p> <p>The Mirror might be seen as sensationalist. This is when stories are highly partisan and often colloquial in nature.</p>	<p><i>The Daily Mirror</i> is read by more women than men, although this isn't a definitive statistic.</p> <p>The newspaper is read primarily by adults over the age of 35. This seems to be a trend across most print media and news.</p>

Title (Masthead)

Denotation: This is a bold, white sans serif font on top of a red background.

Connotation: It adds to the branding of the newspaper. It helps define the genre.

Main Headline & Standfirst

Denotation: A large, bold headline, using a pun.

Connotation: It adds to the branding of the newspaper. It helps define the genre. The story seems to be bad news a negative news story about delaying opening up from lockdown.

mirror.co.uk

DAILY THE HEART OF BRITAIN
Monday, June 14, 2021 90P

Mirror

Hotshots

Joe has a cuppa with the Queen
SIZE PAGES 12&13

Free Euros flag window sticker
PICK UP AT WHSmith
SIZE PAGE 27

Free FOOTBALL PULLOUT

England turn on the heat with Euros win as UK set for warmest day of year
SIZE PAGES 2-6 & SPORT

JOY Fans & players
COOL Young stars enjoy football

UK, SCOTLAND, WALES

FREEDOM DAY ON HOLD

WAIT FOUR IT

Final stage of reopening will be delayed a month ... as experts back move



BY BEN GLAZER
Boris Johnson will tonight announce a four-week delay to the end of lockdown as Covid cases continue to soar. And the PM could not rule out a being even longer. But medical chiefs backed the move amid fears fully lifting curbs could spark another wave.

Pandemic expert Professor Stephen Baker said: "We don't know how many people are going to get seriously ill. *In addition it makes good sense to pause." Mr Johnson insisted before he left the G7 summit in Cornwall: no final decision has been made but he would "fit everybody in" on the situation later today. FULL STORY: PAGES 6&7

Main Splash

Denotation: A main image of an England football player. There are flags of the main U.K. countries taking part in an international tournament.

Connotation: This story takes up the largest section of the newspaper front cover - we can assume then it holds high importance.

It seems to be a sport story, which are usually on the back page. It also makes reference to the weather, utilising two British pastimes together.

- 1) **(Media Audiences)** This article from The Guardian/Yougov (although slightly out of date) has some interesting psychographic information about the typical readers of each paper.
<https://www.theguardian.com/media/yougov-polling-blog/2014/nov/18/yougov-profiles-the-nations-news-paper-readers>
- 2) **(Media Audiences)** This broader study, by the Office of Communications, has fantastic insights into how the news is changing. Read ahead to have a great platform for when we study online news
https://www.ofcom.org.uk/data/assets/pdf_file/0013/201316/news-consumption-2020-report.pdf
- 3) **(Media Industries)** The fantastic documentary, The Rise of the Murdoch Dynasty, is still available on iPlayer until the 14th July 2021. Try and watch it before it leaves!
<https://www.bbc.co.uk/iplayer/episode/m000kxvz/the-rise-of-the-murdoch-dynasty-series-1-1-kingmaker>
- 4) **(Media Audiences)** [Pamco](#) is a fantastic resource for finding up to date information on audience demographic information. The website is a bit hard to navigate, but can help you find information on all the main UK newspapers.

Task 3 - Media Studies Glossary

This glossary can be added to, updated and used as a revision resource throughout your course of study. You should start to define the words that you can, or are already familiar with, now.

Basic Media Terminology	Definition	Basic Media Terminology	Definition
Antagonist		Ideology	
Archetype		Institution	
Target Audience		Narrative	
Connotation		Protagonist	
Conventional		Realism	
Denotation		Representation	
Genre		Stereotype	

Task 3 - Media Studies Glossary

AV Media Terminology	Definition	Newspaper Terminology	Definition
Close-up Shot		Masthead	
Medium Shot		Headlines	
Long/Wide Shot		Typography	
Tracking shot		Image-to-text ratio	
Panning/tilting shot		Serif/Sans serif	
Editing		Anchorage	
Transitions		Inverted Pyramid Structure	