



A-level Media Studies



Summer Work 2023



Task 1 - Paper 1

Newspapers

Mr O'Connor

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 Mirror 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
<p>The Daily Mirror</p>	<p><u>Deconstruction of Daily Mirror 16th June 21</u></p>	<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> <p><i>The Daily Mirror</i> has a print circulation of 277,550 daily copies.</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
Mirror Monday, June 14, 2021 90P

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

Hotshots

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

JOY Fans & players
COOL Young stars enjoy football

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

Free FOOTBALL PULLOUT

FREEDOM DAY ON HOLD

WAIT FOUR IT

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



SAFE Women in Sheffield on job

BY BEN GLAZIER Deputy Political Editor of the *Daily Mirror*
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 Bletcher 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 "be overjoyed" if 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 available on iPlayer. 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 2 - Paper 1

Advertising

Mrs Redstone

Research on music videos:

(Write up this work on a separate Google Doc or Word Document)

Can you find 5 facts on the following types of music videos:

Narrative music videos

Performance music videos

Pick one performance music video and answer the following questions:

What do you think are the main messages in the video?

How is the artist being portrayed? Can you try and bring in camera shots and editing/background/clothing/lighting techniques if you can.

Hint - you could use the camera shots on slide 12 to help you with this!

How do you think the music video promotes the artist and builds up a successful relationship with their audience?

Watch the Corinne Bailey Rae 'Stop Where You Are' music video and answer the questions above. This is one of our key texts.

[Corinne Bailey Rae - Stop Where You Are \(Official Video\)](#)



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 are already familiar with, and can use online sources to find definitions for the rest. Highlight those that you know in green, and those that are new in a different colour.

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	

Task 4 - Cinematography

Videogames
(kind of!)

Mr O'Connor



tiny wanderer
a solo photo adventure
by npckc | npckc.site | #tinywanderer

explore the world through the eyes of a tiny wanderer.
take your tiny wanderer & meander through the places around you,
looking for views you haven't seen before.

PREP:

- cut along the dotted lines to cut out the cards & the tiny wanderer
- fold the tiny wanderer along the dashed lines & colour them in.
- find a six-sided die & a camera. (a smartphone will do!)

STEPS:

- pick a card at random from the set.
- roll a six-sided die to select an adjective from the card.
- return the card to the set & pick another card at random.
- roll a six-sided die to select a destination.
- combine the adjective & noun together to select a destination.
- travel with the tiny wanderer until you find a place that fits the destination description
- snap a photo of your tiny wanderer on their journey & keep it as a souvenir.

repeat steps to go on another adventure.

ADJ	ADJ	ADJ	ADJ
1 red	1 hot	1 odd	6 bridge
2 cold	2 blue	2 cosy	5 valley
3 lively	3 dark	3 quiet	4 forest
4 bright	4 lonely	4 scenic	3 oasis
5 modern	5 secret	5 yellow	2 city
6 forgotten	6 cheerful	6 endless	1 sea
	NNON	NNON	NNON

CARDS ↑

↓ CARDS

Tiny Wanderer is a game created by npckc. I encountered this at the NowPlayThis gaming expo at Somerset House early in 2023.

For this task, I simply want you to play the game, except also think about how to **frame your shots!**

I have included a short guide of some key shots you can try.

Tiny Wanderer gives you an idea about how **ludology** and gaming isn't simply tied up in how we might conventionally view 'videogames'. Hopefully this will still be in the memory for our study of videogames, and *Animal Crossing: Horizons* in Y13!

Task 4 - Cinematography (Videogames... kind of!)

Whilst you take your tiny wanderer on their adventures, I would like you to try and weave it into a mini story.

I do not mind if you occasionally stray from the dice rolls, as long as you show me some nice **framing of shots** & consideration of **mise-en-scene**.

Arrange your shots into the following series of slides. Explain briefly how it fits in with the **narrative** of their journey. Complete **at least 4 different shots**, but you can do more if you wish!

Added bonus points for **intertextuality** (references to famous films/TV Shows or other Visual media!)

Shot Type & Setting

Tiny Wanderer









Eg. Wide/Long Shot in Secret Ruins.

The Tiny Wanderer starts in the secret ruins. They Hero's Journey begins here...



Task 4 - Cinematography (Videogames... kind of!)

Shot Quick Guide

<p>Establishing - the first shot at the start of a scene</p>		<p>Close Up - face or object fills the frame</p>	
<p>Long - shows the full body of a characters</p>		<p>Extreme Close Up - zooms into a specific detail</p>	
<p>Medium Long - cuts the character off at legs or waist</p>		<p>Over The Shoulder - camera positioned behind the subject's shoulder</p>	
<p>Medium Close Up - shows head and shoulders</p>		<p>Two Shot - two characters positioned in frame (side by side or facing each other)</p>	

Low Angle - looking up at the subject



High Angle - looking down at the subject

