**Y12 Media Studies Transition Tasks – Due September 2020**

You are going to create a portfolio of work which will underpin your studies over the next two years. We would like you to bring this portfolio with you in September.

The articles you will be reading in the EMC resource pack are a great place to start building your understanding of the media landscape.

Please email rbaker@sjfchs.org.uk if you will register at St John Fisher, or f.trought@staidans.co.uk if you will register at St Aidan’s to get the resource pack. Use the subject line ‘Media transition’.

The following tasks from the pack must be completed:

1. Read article 1: *The day Brexit didn’t happen*
2. Complete the task on P7: Selecting two newspapers to study
3. Read article 5: *Neale: Genre Repertoires*
4. Complete the tasks on P40
5. Read article 8: *Fighting Fit or Bad Medicine: Men’s Health*
6. Complete the task on P60: Recreating Men’s Health: Sweding and the commutation test (n.b. use any technology you have at your disposal for this)
7. Read article 9: *Treasure Taken For Granted*
8. What is your Media Identity? (See below)

**Task 8 asks you to create a document detailing the way that media has influenced your identity.**

**This can be presented in any way you wish – you will be using it when we start in September, so be sure to complete this task!**

* A PowerPoint
* An essay
* A vlog or podcast
* A magazine front cover
* A trailer
* A music video
* A chat show
* Or any other media form you would like to mimic

**What you need to include:**

* **Include references to the key media products you consume and how they have shaped you**
* for example – are there any TV shows, games, magazines or music that you regularly return to, talk to people about, buy merchandise for, quote from, characters that you aspire to be like? Are there social media sites you regularly visit? How has that affected what you say and how you communicate with others? Are there any influencers that you regularly tune into? Do you make your own playlists on Spotify? Any media product you use says something about who you are and that is what we want to find out about.
* **Evidence of research from theories on the specification**
	+ **David Gauntlett – Media, Gender and Identity**
* <http://davidgauntlett.com/making-media-studies/theories-of-identity-new-media-studies-a-as-level/>
* <https://pdfs.semanticscholar.org/1fbe/dda1bfb55e1ee7c880d8cbddd588b02f712d.pdf>
	+ **Uses and Gratifications Theory**
* <https://revisionworld.com/a2-level-level-revision/media-studies-level-revision/uses-and-gratifications-theory>
	+ **Clay Shirky – End of Audience Theory**
* <https://www.youtube.com/watch?v=xP1F0opghMY>
* <https://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-teaching-clay-shirky-technology-changing-audiences-christine-bell.pdf>
* If you choose to mimic a particular media form – you need to include expected elements and features for that (e.g. a magazine – a mast head, a main image and cover lines)