

Media Studies A Level – Pre Post 16 Investigation

Media Studies is the investigation and analysis of the Media Industry. The A Level will consist of two exams based on set text you have studied and a coursework piece to show your creative interpretation of the media.

Over the course of two years you will become experts in everything to do with The Media and you will 'read' the things you watch completely differently!

As an introduction to Media A Level I would like you to do an in-depth analysis of the TV show Humans on Channel 4. (This is one of our set texts for the second exam).



This is a big task which you shouldn't do all at once. It should take a few weeks of about 2 hours a week. I would expect no less than 6 hours of work in total on this project (watching it will take one hour!)

I have broken down the tasks for you to **create a presentation on Humans**. You do not need to follow this exactly (go beyond it and show me something new).

Layout – this can be evidenced however you like. If you are a visual learner you can make this colourful. It can be handwritten or typed. There are very different activities here so make sure you are showing each one separately – not one long word document!

Task	Research Activity
Sign up to 4od and watch Humans Episode 1 https://www.channel4.com/programmes/humans Suggested layout: bullet point notes	What are your initial thoughts? Make notes. Think about: How the narrative (storyline) flows. How characters are introduced How they set the scene How they hook the audience
Read the review of Humans Season 1 Episode 1 https://www.denofgeek.com/tv/humans-episode-1-review/ Suggested layout: Notes	Make notes on this review – it is a fairly academically written review. You may have to read it twice! What themes has it identified as important in the first episode?
Find at least two more reviews Suggested layout: Notes	Make notes on where these reviews are from (sources/ URLs needed) What are the reviews saying – positive or negative. Do you agree with the reviews? Reviews are important – they can be used as evidence of audience reaction.
Channel 4 – investigation into the channel	Channel 4 is unique in the way it is set up. You need to create an in-depth case study of the channel.

<p>https://www.channel4.com/corporate/about-4/who-we-are/what-is-channel-4</p> <p>Their own website - linked above, will help you. But it is not all. You need to use it as a springboard to find other sources and even more information.</p> <p>Suggested layout: Large, colourful mindmap</p>	<p>Think about:</p> <ul style="list-style-type: none"> • When it started • Who owns it • How it makes money • Who the target audience are • What kinds of TV programmes it creates and why. • Why it is special • Why any of this information is important for what we are studying? • How does this effect the shows it creates. <p>Anything you don't understand – look it up E.g what is a public service broadcaster?</p>
<p>Audience – How do audiences respond to Humans</p> <p>https://revisionworld.com/a2-level-level-revision/media-studies-level-revision/uses-and-gratifications-theory</p> <p>Suggested layout: PEE Paragraphs to show academic writing.</p>	<p>Look at the 'Uses and Gratifications Theory'. This is an academic theory which will need to be learnt.</p> <p>Explain which parts of the Uses and Gratifications Theory audiences would use for Humans. For each part explain why you think this would be used</p> <p>e.g Audiences would use Humans for entertainment because of the different narratives (story lines) for example the buying of Anita would be entertaining because Laura didn't want a Synth.</p>
<p>EXTENSION TASK – Watch all of series one of Humans. The exam board doesn't need this. But it will help to know how the characters develop.</p>	