

A2 Media Studies

Preparing to learn

Read some newspapers. Look at a range of different titles including tabloids such as *The Sun* and *The Mirror* and broadsheets such as *The Times* and *The Guardian*.

Learn about UK politics. Learn about the political spectrum from left to right-wing. What are the major political parties in the UK? Which demographics do they typically represent? What do they stand for? How is our government structured?

Watch some television dramas outside of the genre you might normally watch.

Try to include shows from a range of institutions, different time periods and countries. Consider comparing a modern British or American crime drama with a Scandinavian crime drama such as *The Killing*. How does the culture affect the feel of the show?

Think about the different reasons why television dramas are made and what techniques film makers use to engage audiences.

Consider the use of the 'micro elements' (performance, cinematography, editing, mise-en-scene, sound) in sequences from television, music videos and advertising. How are they used and what effect do they have on audience understanding and response?

Look at different magazine covers and consider how people are represented—this can be through images and text. Consider how magazines create 'gender-based communities'.

Watch some music videos. Are there any messages or ideologies the artist is trying to convey? Consider artists such as Janelle Monae and Childish Gambino in this regard. Is the artist trying to convey a certain identity? Look at artists such as Lana Del Rey and Kanye West for this.

Watch some charity and product advertisements. How do they try to manipulate the audience into donating? How do brands get us to buy their products?

Listen to some radio—not just commercial radio! Listen to BBC Radio 4 at various times of day and consider who it is aimed at.

If possible, start to 'play' with Adobe Photoshop and become familiar with the way it works.

Think about what you want to get out of the Media Studies course and how it might help you in a future career (media related or otherwise).

Look at UCAS.com – what courses are available?