
























## Media Studies

Know It	Use It	Stretch It
<p><b>TODOROV'S THEORY</b></p> <p></p> <ol style="list-style-type: none"> <li>1. Narrative starts with an equilibrium.</li> <li>2. Something disrupts the equilibrium.</li> <li>3. Quest to restore the equilibrium.</li> <li>4. The narrative continues to a climax.</li> <li>5. Resolution occurs and equilibrium is restored.</li> </ol> <p>Apply this to one of your favourite films or see how it applied to <a href="#">Shrek</a></p>	<p><b>TEXTUAL ANALYSIS</b> </p> <p>Watch this scene from Fincher's Zodiac (2007):</p> <p><a href="https://www.youtube.com/watch?v=VlyX8-pEoU">https://www.youtube.com/watch?v=VlyX8-pEoU</a>.</p> <p>How does Media language contribute meaning? Refer to editing, cinematography, mise-en-scène and sound, alongside the media concepts: genre, narrative and representation.</p>	<p><b>ADVERTISING</b> </p> <p>Create a print advert for your favourite drink. Think about your USP. You will need to take the photo, considering a focus on product or lifestyle. Add your wording, think about font and colour choices, as well as the wording of your slogan.</p> <p>Use <a href="#">this free software</a> to layout your work</p>


<p><b>PERSONNEL</b></p> <p>  Imagine you are the Production Manager for the filming of an artist's music video. Plan a production schedule containing personnel, the timing of their roles, milestones and deadlines. Use <a href="#">this free software</a> to help you plan the process</p>	<p><b>STORYBOARD</b> </p> <p> You are in pre-production for an artist's music video. Create a storyboard for the opening, or ending. You need to include details about: shot sizes, camera angles &amp; movement, timings and any sounds in addition to the music. Use this free software to create your storyboard <a href="https://wonderunit.com/storyboarder/">https://wonderunit.com/storyboarder/</a></p>	<p><b>FILMING</b>  </p> <p>You are now producing your artist's music video. Use your storyboard to film the beginning, or ending (or really stretch to try the whole song). You can use an existing song, but will need to reference for copyright reasons.</p> <p>Use <a href="#">this free software</a> to edit your music video</p>
<p><b>PRINT ANALYSIS</b>  </p> <p>Choose a magazine cover and label all the elements, including masthead, cover lines, cover</p>	<p><b>SCRIPT WRITING</b> </p> <p>Record a conversation with a friend, then write it as a script. Include conventions, such as slug lines.</p> <p>Use <a href="#">this free software</a> to professionally layout your work</p>	<p><b>WATCHING</b> </p> <p>Try to tick off as many films as you can from the best rated independent films. Using the Link below</p> <p><a href="https://www.esquire.com/uk/culture/film/a32684275/best-indie-movies/">https://www.esquire.com/uk/culture/film/a32684275/best-indie-movies/</a></p>


<p>image, mode of address etc. Use <a href="#">this free software</a> to create a new edition / cover</p>		
<p> <b>INFORM</b></p> <p>Check in with the Media Guardian to read the very latest Media news and search for jobs in the industry</p> <p><a href="#">Media News</a></p>	<p> <b>WRITE</b></p> <p>Write a film review for any film of your choice!</p> <p>Try to use keywords and media language.</p>	<p> <b>GO</b></p> <p>Visit the London BFI Take a look at their website to find out about their latest Film programmes.</p> <p><a href="http://www.bfi.org.uk/">http://www.bfi.org.uk/</a></p>
<p> <b>INFORM</b></p> <p>Subscribe and listen to The Media show on BBC sounds to follow all the latest Media news and debates.</p> <p><a href="#">The Media show</a></p>	<p> <b>RESEARCH</b></p> <p>Critically review the following audience theories:</p> <ul style="list-style-type: none"> <li>• Clay Skirky's End of Audience theory</li> <li>• George Gerbner's Cultivation Theory</li> <li>• Henry Jenkins' Fandom Theory</li> </ul>	<p> <b>CREATE</b></p> <p>Create an idea for and make a short film Use <a href="#">this guide</a> to help you in the process There are many short film competitions you could enter your film into these often have a theme so do a google search for the latest or have a look <a href="#">here</a></p>

<b>Extension activities</b>		
<p><b>JOURNALISM</b></p>  <p>Use the free trial offered here to understand the news and develop the skills used by Journalists</p> <p><a href="#">Journalism</a></p>	<p><b>MEDIA LITERACY</b></p>  <p>Develop your Media analytical skills by enrolling on this free course</p> <p><a href="#">Media Literacy</a></p>	<p><b>MEDIA IDEAS DEVELOPMENT</b></p>  <p>Got an idea for a new TV drama? Enrol on this free course to explore the process of getting your idea from script to screen.</p> <p><a href="#">TV Writing</a></p>


 Reading task

 Writing task


 Listening task

 Watching task

 Research task

 Trip or visit

 Creative task

 Student-led task