



**Subject: Media Studies A-level (Enrichment Materials)**

Know It (Knowledge)	Use It (Application)	Stretch It (Development)
<p>Research Hesmondhalgh’s theory of cultural industries:</p> <ul style="list-style-type: none"> <li>• How do companies further their profits and success through vertical and horizontal integration?</li> <li>• How do companies further their profits and success through star marketing, franchising, synergy and genre-based marketing?</li> </ul>	<p>Apply this theory to the marketing campaigns for one of the following Marvel films:</p> <ul style="list-style-type: none"> <li>• Captain Marvel</li> <li>• Thor: Ragnarok</li> <li>• Avengers: Endgame</li> <li>• Spider-Man: Far From Home</li> </ul> <p>Consider:</p> <ul style="list-style-type: none"> <li>• How trailers are used to market the film.</li> <li>• How posters are used to market the film.</li> <li>• How star marketing is used to entice audiences.</li> <li>• How audiences are ‘pre-sold’ from previous MCU films.</li> </ul>	<p>Write two paragraphs in which you apply Hesmondhalgh’s theory, considering how Disney operates as a cultural industry.</p> <p>You will need to provide evidence of the companies that Disney are integrated with, and make specific comments relating to your chosen Marvel film too. Include one film poster and one trailer in your response.</p>
<ul style="list-style-type: none"> <li>• Listen to a podcast or radio show of your choice, using the BBC Sounds app. Make notes on the topics that are discussed in this show.</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Watch two videos from an online influencer (NOT Zoella), making notes on the topics they are exploring in these videos.</li> </ul>	<p>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>Consider:</p> <ul style="list-style-type: none"> <li>• How are audiences being encouraged to actively engage with this media product?</li> <li>• How are audiences responding to the product, or the host of this podcast/radio show, on social media?</li> <li>• How might audiences be influenced by the views expressed in this product?</li> <li>• What is the target audience of this product according to GEARS?</li> </ul>	<ul style="list-style-type: none"> <li>• Create your own podcast – record yourself, either alone or with members of your household, creating a lifestyle podcast about ‘my lockdown life’. Afterwards, write an evaluation of how you want audiences to respond to this product.</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Create your own vlog, with the same title.</li> </ul>
<p>Video Games: Fortnite</p> <ul style="list-style-type: none"> <li>• Firstly, have a look at the cinematic and gameplay on YouTube.</li> <li>• Then either play a few rounds of Fortnite (free to play) or watch some gameplay videos on Twitch or YouTube.</li> </ul>	<p>Review Curran and Seaton’s power and media industries theory.</p> <p>Research how Fortnite became such a popular game:</p> <ul style="list-style-type: none"> <li>• How did Epic Games compete with other companies?</li> <li>• How has it released content in order to maintain popularity?</li> <li>• How does it retain player loyalty?</li> </ul>	<p>Write a paragraph applying the theory to the product.</p> <p>EXT: If possible, try to compare to another video game released by a different company in order to develop your understanding of the video games industry.</p>