



**Subject: Media Studies Pre-University (Extension Material)**

<b>Know It (Knowledge)</b>	<b>Use It (Application)</b>	<b>Stretch It (Development)</b>
<p><b>TV/Video Games/Advertising</b></p> <p>Watch an episode (or more) of ‘The Witcher’ on Netflix if you have a subscription, or clips on YouTube.</p> <p>Watch the cinematic trailer for ‘The Witcher 3: Wild Hunt’ on YouTube and gameplay on Twitch/YouTube (or play yourself).</p> <p>Look up advertising posters for both the video game and the Netflix series which contain one or more characters.</p>	<p>Review the theories you have studied on the course – pick one from each section and apply them to the product:</p> <ul style="list-style-type: none"> <li>• <i>Media Language</i> – pick a theory which helps you to explore the sequencing of narrative in the video game, TV series or both.</li> <li>• <i>Representation</i> – pick a theory which helps you to compare two of the main characters.</li> <li>• <i>Industry</i> – pick a theory which helps you to examine the marketing of the video game, TV series or both.</li> <li>• <i>Audience</i> – pick a theory which helps you develop an understanding of how audiences respond to the various products.</li> </ul>	<p>How has ‘The Witcher’ established itself as a successful franchise?</p> <p>Write an essay in which you consider all four different areas of theory.</p> <p>Think about the relationship between the different products – ensure that you discuss the relationship between them.</p>
<p><b>Newspapers and Magazines – Journalism</b></p> <p>Read two articles from two different types of newspaper and/or two different types of magazine (online), exploring similar topics.</p> <p>Examples could include:</p> <ul style="list-style-type: none"> <li>• The Sun (tabloid newspaper)</li> <li>• The Telegraph (broadsheet newspaper)</li> <li>• Cosmopolitan (fashion/lifestyle magazine)</li> <li>• NME (music/special interest magazine)</li> </ul> <p>Types of article could include:</p> <ul style="list-style-type: none"> <li>• Advice columns/Agony Aunt</li> <li>• Real life stories</li> <li>• Celebrity gossip/news (which could include Royal news)</li> <li>• Feature article about a special guest.</li> </ul>	<p>Review the theories you have studied on the course – choose one from each section and apply them to your chosen products and articles:</p> <ul style="list-style-type: none"> <li>• <i>Media Language</i> – pick a theory which helps you to explore how media texts communicate meaning to audiences through codes and conventions, narrative functions or genre characteristics.</li> <li>• <i>Representation</i> – pick a theory which helps you to understand how people are represented in the media according to their gender, race, age, economic status or sexuality.</li> <li>• <i>Audience</i> – pick a theory which helps you to explore how media texts use modes of address to interact with audiences, and how media texts use language in a way that could attract audiences according to any element of GEARS.</li> </ul>	<p>Create your own online newspaper or magazine website on Wix, and write one original article, considering:</p> <ul style="list-style-type: none"> <li>• How you want to represent a certain social group.</li> <li>• Who your target audience are – how do you want to use media language to target this group?</li> <li>• The modes of address you will use to entice audiences.</li> <li>• The visual appeal of your website and article – you may want to illustrate this.</li> </ul>