



Media Studies

Essential Information

Exam Board: Eduqas

Specification Code: C680QS

Teachers: Miss Staley and Mrs Sykes

Reading

Watch the video about American culture in the 1950's. Make notes on the key events that happened in this part of history.

<https://www.youtube.com/watch?v=BIOLBx5S3LI>

You would be expected to do this before you come to class as this information will be discussed in the lesson.

Task to be completed:

[READ THESE SLIDES TO COMPLETE THE TASKS BELOW:](#)

Task 1:

- Identify the similarities and differences between the two print advertisements of the 1950's

Task 2:

- Feedback on reading about the 1950's

Task 3:

- Introduce new vocabulary

Task 4:

- Introduce Uses and Gratification theory
- Then apply in discussion this to three 1950's print advertisements.

Task 4:

- Write a paragraph applying this Uses and Gratification theory to a set text that will need to be studied in the course.

Task 5:

- Design your own contemporary advert for a washing machine to appeal to one of the uses and gratification categories.
- Your target audience will be 20-25 year olds.
- Annotate it with how it links to the uses and gratification category that you have chosen

What you will need to submit:

You will be expected to submit two tasks:

- You will be expected to submit your paragraph applying the Uses and Gratification theory
- You will also need to submit the advertisement that you designed and annotations explaining where the Uses and Gratifications are met.

What else could I do to prepare?

Read

- WJEC/Eduqas Media Studies for A Level Year 1 & AS Student Book
- WJEC/Eduqas Media Studies for A Level Year 2 & A2 Student Book
- Newspapers

Watch

- Mrs Fisher - YouTube
- Media Focus - YouTube
- I Daniel Blake
- Peaky Blinders - BBC or Netflix
- The Bridge - Amazon Prime

Listen

- BBC Radio 4 - The Media Show
- BBC Sounds - Have you Heard Georges Podcast
- BBC Sounds - Off The Telly, BBC

All tasks to be handed in during the first lesson of the subject in September