



Welcome to your Media Studies Y11 to Y12 transition booklet.

*Richard Osman suggests that “Media Studies and Sociology” are the only subjects which “explain our world”.*

## Compulsory task 1

### **Q - How do I use Media?**

We use media products in your everyday lives (particularly during this pandemic). We use them for various reasons and according to “Uses and Gratifications Theory” (by Blumler and Katz) there are four main reasons for using Media:

- **Identification**- being able to recognise the product or person in front of you, role models that reflect similar values to yours, aspiration to be someone else.
- **Education** - being able to acquire information, knowledge and understanding
- **Entertainment** – What you are consuming should give you enjoyment and also some form of ‘escapism’ enabling us to forget our worries temporarily.
- **Social Interaction** – the ability for media products to produce a topic of conversation between other people, sparks debates (etc who is left on the x-factor)

In relation to this theory, describe and explain your own personal use of Media recently. How did you use Social Media, Films, YouTube, Spotify etc and for what purposes?

Resource

<https://www.slideshare.net/zlorhenley/uses-and-gratifications-theory-6933502>

Your essay should be approximately 1000 words, with embedded images and please be prepared to submit your essay electronically via flash-drive or email.

## Compulsory task 2

# Representation

Representation refers to how the media portrays events, issues, individuals and social groups. Many theorists such as Stuart Hall and David Gauntlett have explored the notion that the media do not actually reflect the world, but they shape it through their representations.

**Task:** Watch this short film from the YouTube channel 'The School of Life'.

[https://www.youtube.com/watch?time\\_continue=8&v=NwPdAZPnk7k](https://www.youtube.com/watch?time_continue=8&v=NwPdAZPnk7k)

**Q.** Do you think the media offer audiences a window on the world?

Produce a Prezi presentation that explores the question above, You should include examples from media texts to support your points.



## Highly Recommended

I would also like to see you choose one or more media short courses (4 weeks – 3hrs per week) which interest you. You can gain added qualifications!

<https://www.futurelearn.com/courses>

The screenshot shows the FutureLearn website interface. At the top, there is a navigation bar with the FutureLearn logo, dropdown menus for 'Subjects', 'Courses', and 'Using FutureLearn', a search bar with the text 'Search online courses', and a 'Sign In' button. Below the navigation bar is a large purple banner for 'Creative Arts & Media Courses'. The banner features a close-up image of a camera lens and a camera icon. The text on the banner reads: 'Explore film, music, journalism, photography or theatre. Join online arts courses from renowned film schools, universities, cultural institutions. Learn from the experts in creative arts and media.' Below the banner are four buttons: 'Fashion', 'Music', 'Photography and Visual Arts', and 'Writing'. At the bottom of the page, there is a section titled 'Courses 32 courses' with the text 'Learn new skills, pursue your interests or advance your career with our short online courses.' and a 'Support' button.



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Any of these may be suitable.

University of Strathclyde

**NEW**

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Explore how women are represented in the media and reflect on what it means for contemporary society and culture.

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🔓 Included in Unlimited

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