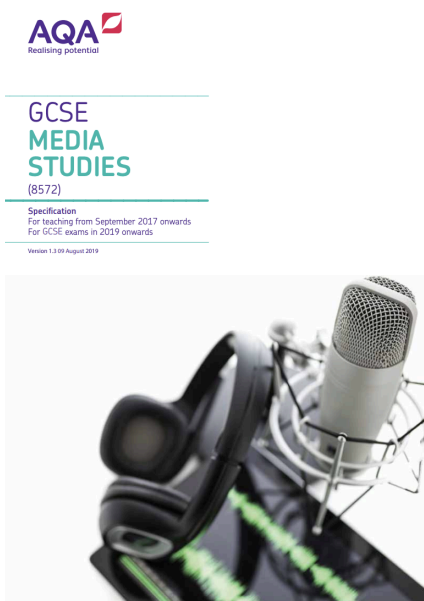


Media Studies - Head Start Activities



Dear Students,

Welcome to your Head Start Activities for **GCSE Media Studies**. Transitioning to Sixth Form is an exciting step and at Norbury High School for Girls, we are here to help you start strong. This Head Start booklet is designed to support your move into NHSG Sixth Form, giving you the chance to explore your chosen subjects, prepare for future success, and begin shaping your next chapter with confidence.

We look forward to working with you from September

Ms Kennedy

Course details:

- Title: GCSE Media Studies
- Level: GCSE
- Board: AQA
- [Website](#) link
- NHSG Course information linked [here](#)

In these activities and ideas you will find not only opportunities to stretch your thinking but also to help you discover what you are passionate about, both inside and beyond the classroom

NHSG Sixth Form - Head Start

Listen to as many forms of media as possible, asking yourself who is the audience, and how has the media been designed to appeal to them? Pay attention to how you are choosing to consume media.

- BBC Radio 1 and BBC Radio 4 – Notice how presenters use language, music and features to appeal to younger and older audiences.
- Kiss Radio - Compare how the radio station differs to the BBC
- The News Agents Podcast and Off Menu Podcast – Consider how current affairs are made engaging for audiences
- A music album of your choice – Consider how artists create a particular image and target audience.

Watch documentaries, interviews, or mini-lectures linked to your subjects to deepen your understanding. Pay attention to how you are choosing to consume media.

- BBC News at Ten – Analyse how news uses visuals, interviews and editing to communicate information.
- A drama series or documentary – Consider where you choose to find this, what channel and how it is advertised to you. Consider who the target audience is and how the programme appeals to them.
- A YouTube creator you regularly watch – Think about how they build a relationship with their audience.
- A television advert during a major sporting event – Consider how advertisers target specific audiences.
- Massolit lectures on media that explore how it has changed over time and the powerful influence it can have on audiences - <https://massolit.io/subjects/media-studies>
- *The Social Dilemma* - Netflix documentary
- Familiarity with the Marvel Universe - how does the brand engage the audience through wider products? Why is the brand so successful?
- Music Videos of your choice - What is the purpose? How are they used to engage their audience?

Read articles, essays, or books that challenge your thinking and expand your subject knowledge. Pay attention to how you are choosing to consume media.

- A national news brand (e.g. The Guardian, Daily Mail, The Mirror, The Times) – Look at both the physical newspaper and online website/social media. Compare how both different publications report the same story and how this changes for print and online.
- A magazine aimed at your interests – Identify the target audience and how the content appeals to them. Consider where you bought the magazine and what others are on the shelf?
- *The Media and Me: A Guide to Critical Media Literacy for Young People* by Ben Boyington
- Familiarity with Social Media channels Instagram and TikTok - Considering how celebrities are presented as brands/products and how they use the platform to engage the audience.

Visit local exhibitions, galleries, or workplaces that connect with your studies and open your eyes to future possibilities.

- The Photographers' Gallery
- Museum of Brands
- Tate Modern
- Design Museum
- Victoria and Albert Museum

Go beyond the essentials, to explore big questions and wider issues. What are the big challenges facing your subject?

- How has social media changed the way we create, share and consume media, and is this change mostly positive or negative?
- Do media organisations have a responsibility to represent people and communities fairly, or should they prioritise attracting audiences and making profit?
- How much influence does the media have over our beliefs, attitudes and behaviour, and where should we draw the line between influence and manipulation?
- With the rise of AI-generated images, videos and news, how can audiences know what information they can trust?



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