

Media Studies Summer Work

Week 1: Terminology



Task time **2 hours approx.**

This week's objective:

Understand key media terminology used in A Level Media Studies analysis

Tasks:

- 1) **Research and find out:** Read through the Eduqas Media Studies Glossary (the ultimate guide to ALL THE WORDS) and watch the following videos to introduce you to some key concepts:

[What is Media Studies?](#)

[Media Studies A-Z](#)

[Mrs Fisher Keywords Playlist](#)

[Eduqas Media Studies Glossary](#)

- 2) **Key Terms Glossary:** Create a personal glossary of **at least 15** A Level Media Language terms. Include:

- Denotation & Connotation
 - Anchorage
 - Polysemy
 - Intertextuality
 - Genre Conventions
 - Mise-en-scène
 - Narrative
 - Representation
 - Ideology
- (And others from your own research)*

- 3) **Quiz Time!**

Complete the quiz via this link [here](#).

Media Studies Summer Work

Week 2: Representation of Ethnicity



Task time **2 hours approx.**

This week's objective:

Understand and apply three key theorists on race, ethnicity, and postcolonialism: **Paul Gilroy, Edward Said, and Alvarado**

Tasks:

1. Learn the Theories:

Paul Gilroy – Postcolonialism

- Media reflects **colonial power structures** and **cultural hierarchy**
- Western media often **others** non-white groups
- Black identity is frequently constructed through **stereotypes** and **conflict**
- Positive representation may resist colonial ideas

[Summary Video](#)

Edward Said – Orientalism

- The "Orient" (Middle East, Asia, Africa) is portrayed as **exotic, backward, dangerous**
- The West defines itself by **contrasting** with the "Other"
- Creates a **binary** of civilised vs uncivilised
- Often used in films, news, and video games (e.g., Aladdin, war coverage)

[Summary Video](#)

Alvarado – Ethnicity and Stereotypes

Alvarado identified four key ways ethnic minorities are often represented:

- **Exotic** (colourful, mysterious)
- **Dangerous** (criminals, terrorists)
- **Pitied** (refugees, victims)
- **Humorous** (comic relief, sidekick)

[Summary Video](#)

2. Analyse a Media Text and Apply Your Understanding:

Choose **one** media text from the list below or use your own:

- *Slumdog Millionaire*

- *Aladdin* (2019)
- *Top Boy*
- *Indiana Jones and the Temple of Doom*
- News coverage of migrants or asylum seekers
- A perfume or fashion advert using "exotic" cultures
- *Call of Duty: Modern Warfare* or other war video games -

Write a 400-500 word analysis applying at least two of the above theories. Include:

- a) How are non-Western cultures or ethnic groups represented?
- b) What stereotypes are visible (if any)?
- c) How do the representations support or resist dominant Western ideologies?
- d) Is there a voice given to the "othered" group?

You are now ready to move on to Week 3.

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Week 3: Representation of Gender



Task time **2 hours approx.**

This week's objective:

Explore different feminist and gender theories through independent research

Tasks:

Mini Research Project:

Research the following theorists and create an A4 digital or handwritten profile for each.

- a) **bell hooks**
 - Ideas about intersectionality, race, and feminism
 - Belief that feminism is about ending patriarchal oppression
 - Critique of media portrayals of Black women

- b) **Van Zoonen**
 - Belief that gender is constructed through media
 - Women's bodies often objectified in patriarchal culture
 - Gender representation changes depending on genre and context

- c) **Judith Butler – Gender Performativity**
 - Gender is performed, not innate
 - Norms and repeated behaviours shape identity
 - Media reinforces or challenges these performances

Compare & Contrast Table:

Fill in a table like the one below:

Theorist	Key Ideas	Example Media Text	How Media Reflects Theory
bell hooks	...	Beyoncé "Lemonade"	...
Van Zoonen	...	Vogue Magazine	...
Judith Butler	...	RuPaul's Drag Race	...

Media Studies Summer Work

Week 4: Apply & Create



Task time **2 hours approx.**

This week's objective:

Use what you've learned to create your own media theory guide video.

Tasks:

Brief:

Create a **2-minute video** where you explain and apply **one theory** from either Week 2 (Ethnicity Theories) or Week 3 (Gender Theories). This should be in the **friendly, educational style of Mrs Fisher's YouTube channel**.

Tips for Production:

- Use Canva, iMovie, or phone editing apps, like CapCut.
- Contents:
 - Intro Title Slide
 - Your name and topic
 - 2–3 examples of media texts
 - Visuals (images, clips, diagrams)
 - Use voiceover or captions to explain your ideas
 - Include a short conclusion

Checklist:

- Choose your theory
- Script your explanation (approx. 250–300 words)
- Choose 2–3 media texts to apply the theory
- Create visual elements (slides, clips, etc.)
- Record/edit your video
- Be ready to upload or submit when you join the A Level Media Google Classroom in September!