

## 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](#).

# 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.***

## Media Studies Summer Work

# 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!