National Media

Term 1 Homework – Preparation for assignment

This term you will have homework in the form of the following research tasks. Homework is issued weekly on a Friday, and returned on a Friday. It is your responsibility to ask for help before this date if there is anything you don’t understand about the task. Responses should take the form of a short essay.

As well as providing you with the background knowledge that you will need to produce a good assignment, it will also help me to see how your writing skills are improving with regards to Media.

Task 1 –due 2/9/16

*Key aspect: Institutions (internal)*

Task: Research two TV service providers that broadcast in the UK. In your response you should discuss:

* finance (how are they funded and how much do they spend on programming)
* target audience
* types of programming and flagship programmes

**Compare and contrast** the two providers that you research.

Task 2 – due 9/9/16

*Key aspect: Institutions (external)*

Task:

a) Research the role of Ofcom in TV broadcasting. Summarise the way they control broadcasters output, giving specific examples where possible.

b) What part of Health and Safety law applies to film and TV? How does this impact on the production of television?

Task 3 – due 16/9/16

*Key aspect: Audience*

Task: Audience case study. Choose a programme (it’ll be easier if it’s one that you’ve seen). Research the audience demographics of this programme.

Discuss how the programme appeals to its target audience. Consider elements such as scheduling, merchandising and reputation as well as content.

Outline the preferred reading and any differential decodings you can think of in the text.

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Task 4 – due 23/9/16

*Key aspects: Content – Categories, representation, narrative, language.*

Watch the first episode of a series. With close reference to media content discuss categories, language, representation and narrative in the opening episode (roughly one paragraph per key aspects)

Evaluate the effectiveness of these elements and how they combine to create an effective opening episode

Task 5 – due 30/9/16

*Key aspects: Content – categories, representation, narrative, language.*

Carry out the task from last week again, this time with a different programme.

Compare and contrast – what do they do that is similar, what do they do that is different? Which is the most effective in your opinion and why?

Task 6 – due 6/10/16 (THURSDAY)

Assignment Brief

You will be issued with the assignment brief and a task which asks you to analyse the brief. You will come up with several potential ideas with regards to content you may go on to develop.

Task 7 – due 24/10/16 (Monday after October Break

Assignment proposal

You will be issued a proposal form in which you outline your chosen idea for your assignment.