



A LEVEL MEDIA STUDIES

1. If you don't already, make sure you have several news apps on your phone (BBC, Sky News, CNN, Reuters, AP and Guardian for example). There will be a big news story that is in all of them on one particular day (e.g. a new Prime Minister). Your task is to read the story carefully at least 2-3 times and carefully compare how has it been reported differently in two news sites/ apps (on the same day)? What might that suggest about the organization and their values? Consider carefully the language chosen, images and layout and design.

Screenshot and label, and write up to two sides. If you've studied media before, please use media language and explore representation

2. Plan, take images/ footage and edit either of the following: **Either**
 - A film poster in a specific genre of your choice (horror, rom-com, action or crime). It should follow typical genre conventions (rules) as well as have a USP (unique selling point). Please write up to a side justifying your choices and evaluating how well you met the aims.
 - Or**
 - A 30 second advertisement for a new, trendy fashion brand for teenagers (of your creation) with a distinctive USP (unique selling point). Please write up to a side justifying your choices and evaluating how well you met the aims.

If you have studied media before, your Adobe logins will work over the summer and I expect you to use this. If you have not studied media before, do not have a camera or any editing software, you could either use Photoshop (you can find a free, older (and legit) version of CS2 [here](#) if you don't have it), Photopea, Canva or Snapseed (free photo editing apps) or CapCut, iMovie, Splice or similar (video editing apps). And if you can't download these apps, do the film poster task by hand but also write a short explanation of how you have created meaning and audience appeal.