



SIXTH FORM INDUCTION WEEK MONDAY 2nd THURSDAY 5th JULY 2018 SUMMER TASK - MEDIA STUDIES

Media Studies Year 11 into 12 Summer Project task.

Your task is to research and present your ideas in response to the following challenge:

Explore a representation of national identity in the media.

This task will require you to:

- find and use a good definition of 'representation' in media terms;
- investigate and understand the media concept of identity;
- consume and analyse a selected media text;
- explore its context;
- consider the target audience;
- research and apply a relevant theory of media representation;
- evaluate how effectively your text represents national identity;
- be creative in the way you develop and present your findings.*

*illustrated essay/audio-visual recording/Pinterest/YouTube/Vimeo/Prezi etc.

For example, you might look at the representation of national identity in coverage of the recent royal wedding, or a summer sporting event - either on TV, online or in newspapers. Alternatively, you could consider the social/mass media coverage in connection to a current UK Reality TV Series. New media forms and platforms are developing rapidly – feel free to include relevant apps etc.

You need to check that your key sources are suitable by using these questions:

1. Will I be able to look at how national identity is portrayed?
2. Have I selected a rich (relevant and useful) media text?

You might find it useful to look at more than one media form so that you can be more specific and precise about the representation of national identity.

Some suggestions for appropriate media theories/theorists:

Hall

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Levi-Strauss

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