

A Level Media Studies.

Pre-course work



Pre-course expectations

Success in Sixth Form is largely a function of the amount and quality of independent study you carry out; here's a chance to help you get the very best start to your course. We would like you to complete the work described below and hand it in to your teacher in your first lesson in September. If you have made a late change to your timetable, please complete this work within the first week of starting the course. The work should take you 2-3 hours.

Details of pre-course work:

One of the areas we will study next year is **advertising and marketing**; in order to prepare for this we would like you to **choose a product** (this could be a physical product such as a food item or a media product such as an album or film release). Collect examples of how this product has been **advertised/promoted** across media platforms (print, broadcast and online). Create a collage of your examples and write a short commentary under these headings:

- How does the advertising appeal to/sell the product to audiences?
- How does it represent the product/people/places featured?
- How do the adverts across all three platforms link up with one another? (How are they similar or different?)

Resources to help you with this work

Find examples of broadcast adverts on YouTube. You will find print advertisements in any magazine and online adverts all over your social media. Use the [Deconstructing Adverts](#) help sheet and the [Example Analysis](#) (Old Spice) as a framework for your own commentary.

Stretch yourself

Complete the [wider reading about the History of advertising](#)

Find examples of historical advertising from the 1950s or 1960s (many examples of print adverts can be found online or broadcast adverts on YouTube). Compare these adverts with the modern ones you chose.