

Media Studies Induction Task (Cambridge Technical)

Welcome to Post-16 Media Studies. This task is intended to help you develop a basic understanding of media industries – who produces media products and who consumes them. Additionally, completing the task will show that you are able to independently research a topic; a skill which will be hugely valuable for your studies over the next two years.

Task:

You are to research in detail **one** media institution from the list below and create a fact-file or essay with your findings. Institutions you may choose from are:

- BBC
- Ubisoft
- Independent Print Ltd.
- Working Title Films

You will need to research to find out the following about your chosen institution:

- Who owns the institution? (Is it part of a larger company? Who are the owners? When was the institution set up?)
- What is the operating model of the institution? (How is it run/managed? How does it generate income [e.g. subscription, advertising etc.]? Does the institution tie in with other products/industries?)
- What products does the institution produce? (Describe the range of products produced and the format which they take [e.g. what sort of films/programmes/papers] How are the products distributed to the audience [Different channels, online streaming, digital editions etc.]?)
- Who are the competitors for your institution and what is the market position of your institution? (Is your institution successful compared to its competitors)

You then need to choose one product that the institution produces (i.e. individual film, programme, video, newspaper) and find out the following:

- The **PURPOSE** of the product – what is it intended to do and how does it do this (e.g. entertain, inform etc.)?
- The **GENRE** of the product – what genre is the product. How has it conformed to genre conventions (how do the audience know what genre to expect?) or how it has challenged them?

- What FORM does the product take? (E.g. running time, scheduling, distribution, number of pages etc.)
- The PRODUCTION PROCESS used to make the product. All media products follow pre-production, production and post-production – what activities take place at each stage of making your chosen product?

Lastly, you need to analyse a section of your product (individual sequence, page etc.) and explain how it has been CONSTRUCTED to create MEANING. This might be quite challenging and you should try to use a PEE structure like you might have used in English. You should be making a range of comments like this – *The lighting used in the scene is dark (low-key) which make the characters look mysterious. This shows the audience that something scary is about to happen which is expected in the horror genre.*

Good luck with the task and we look forward to seeing you in September!

Advice on Presentation:

You are free to present your findings as you wish but I would advise that you use the bullet points to order your findings. You may wish to create a visual powerpoint presentation or a more conventional essay-style format

Advice on Research:

For this task, most of your research will take place online. Wikipedia is a good start and then the official website for your chosen institution. Be specific with search terms e.g. don't just search "Ubisoft", be more specific: "How is the company Ubisoft structured" Blogs and articles are also useful sources.