

Digital Media Induction Work / Summer Homework 2024

In order to start Digital Media at Level 3 in Year 12, you need to complete the below 3 tasks. These are crucial to increasing your understanding of the subject before September.

This is especially important if you haven't studied Media at GCSE, therefore you'll need to be ready to learn and research new material quickly.

Complete the below tasks in any order over the summer holiday on 3 separate sheets of A4 paper.

Task 1: Research task – Acronyms

The Media is full of abbreviations and different companies. You'll need to know who they are.

- 1. Google the following companies and in a few sentences for each, tell me what they do, who they are or what they make.**

ASA	IPSO
BBC	Universal Pictures
OFCOM	Warp Films
BARB	BskyB
RAJAR	Take Two Interactive
Bauer Media	Conde Naste

Task 2: Research task – Ownership

There are so many products in the Media that the public consume. Often students don't know who make them or who the product's target. For each area of the media you'll need 4 examples.

Research into each industry and name 3 different companies, the products they make and the audiences they target. One in each medium has been done for you to get you started.

<u>Platform</u>	<u>Institution / Company</u>	<u>Product</u>	<u>Target Audience</u>
TV	BBC	EastEnders	Mainstream family audience
Video on Demand	Netflix	Stranger Things	Audiences who enjoys 80s culture and young teenage audiences who enjoy drama.
Film - Mainstream	Sony	James Bond	Male and female 15+ who enjoy action.

Film - Independent	Warp Films	This is England	British, 40+ who enjoy learning about British culture and heritage.
Video Games	Naughty Dog	The Last of Us	18+ male and females who enjoy action, horror and adventure.
Print – Magazines	Conde Naste	Vogue	Young women from 20 to 40 years, who are successful and beautiful and who wants to be aware of all the novelties of fashion and beauty
Print - Newspapers	News International	The Sun	Working Class readers who enjoy sport, celebrities and scandal.
Music	RCA Records (is an American record label owned by Sony Music, a subsidiary of Sony.	Little Mix	Girls aged 13 – 21.
Radio	BBC	Radio 1	15-29 year olds and it should also provide some programming for younger teenagers.

Task 3: Media Audiences

Len Ang (1991) stated that: *"before companies make a product they will have an ideal audience member in mind. This is called an 'imaginary entity'".*

Visit this website to look at the resource and then answer the following 3 questions.

<https://www.bauermedia.co.uk/media-packs/kiss/>

1. Look at page 6. Why would a company have an ideal audience member in mind before a product was made?
2. What methods would a company use to research its audience?
3. How could identifying an ideal audience member benefit the product financially? *Hint: Think about how they may make money from the product.*

Task 4: Media Terminology.

When writing essays in Media you'll need to use media terminology. Some of these words can be complicated and tricky to use. Take some time to research the meaning of the words below and try and use each in a sentence.

The first one has been done for you.

1. **Public Service Broadcaster** – The BBC, a broadcaster funded by public tax with the remit to educate, entertain and inform their audience.
2. **Conglomerate** -
3. **Synergy** -
4. **Download** -
5. **Stream** -
6. **Verisimilitude** -
7. **Mainstream** -
8. **Niche** -
9. **Qualitative** -
10. **Quantitative** -
11. **Circulation** -
12. **Readership** -
13. **Proliferation** -
14. **Digital Natives** -
15. **Technological Convergence** -