

A Level Media Studies – Summer work

The Times

(1 February 2022)



Police investigate PM's four lockdown parties

Detectors examining hundreds of photos © Gray criticises leadership and drinking culture

Senior members of the Metropolitan Police have been investigating the alleged parties, 12 of which are being treated as criminal offences. The report, obtained under the Freedom of Information Act, says the parties were held at the residence of the prime minister, 10 Downing Street, and at other locations in London. The parties were held between 2020 and 2021, during the first and second lockdowns. The report also states that the parties were held in the presence of senior government officials and members of the media. The report was obtained by the Sunday Times newspaper. The report also states that the parties were held in the presence of senior government officials and members of the media. The report was obtained by the Sunday Times newspaper.

IN THE NEWS

Pulls call cancelled Boris Johnson was forced to cancel a planned visit to the United States after the president's wife, Melania Trump, was diagnosed with COVID-19. The visit was scheduled for next month.

VAT cut 'too risky' The Chancellor of the Exchequer, Rishi Sunak, has ruled out a proposed cut in the Value Added Tax (VAT) rate for the construction industry. He said the cut was 'too risky' given the current economic situation.

Migrant crossings up The number of migrants crossing the English Channel in small boats has risen sharply in the first week of the new year. The Home Office reported that there were 1,200 crossings in the first week, compared with 800 in the same period last year.

Biden offer to Taiwan President Joe Biden has offered to send a letter to the President of Taiwan, Tsai Ing-wen, expressing the United States' support for Taiwan's democracy. The offer was made during a visit to the White House by the Taiwanese ambassador.

Rates rise predicted The Bank of England has predicted that interest rates will rise in the coming months. The governor, Andrew Bailey, said that the bank was 'well placed' to respond to any increase in inflation.

New start for Dole Donald Trump's former chief of staff, Mark Meadows, has been appointed as the new director of the United States Department of Education. He will be responsible for overseeing the department's efforts to improve the quality of education in the United States.

Welcome to A Level Media Studies, to help you prepare for September, I would like you to complete the following tasks.

1. Newspapers - Study the newspaper front cover from *The Times* (01/02/22)

Then answer the following questions.

Better versions of the front covers can be accessed online: <https://www.theguardian.com/politics/2019/mar/13/house-of-fools-what-the-papers-said-about-mays-brexit-defeat>

a) *The Times* is a 'Quality' newspaper or a 'Small Format Broadsheet' – what does this mean **and** what evidence can you find in the front cover to justify this description?

b) *The Times* is described as having a centre-rightwing political opinion – what does this mean **and** what evidence can you find in the front cover to justify this description?

c) The headline is “**Driven to despair**” – this could have various meanings to a reader, (straightforward or metaphorical/symbolic meanings). Consider this phrase and describe what you think the meanings are, linking your analysis to other visual and textual elements on the front page.

(1 February 2022)



1. Newspapers Study the newspaper front cover from *Daily Mirror* (01/02/22)

Then answer the following questions.

Better versions of the front covers can be accessed online:

<https://www.theguardian.com/politics/2019/mar/13/house-of-fools-what-the-papers-said-about-mays-brex-it-defeat>

a) *The Daily Mirror* is a 'Tabloid' newspaper— what does this mean **and** what evidence can you find in the front cover to justify this description?

b) *The Daily Mirror* is described as having a leftwing political opinion – what does this mean **and** what evidence can you find in the front cover to justify this description?

c) Almost half the cover is taken up with promotion of the **Cheltenham Festival** – Consider this event and then describe how it could be linked (metaphorically) with politics, therefore adding meaning to the story about Brexit underneath



2. Advertising – Study the *Tide* advert from the 1950's

The UK regulators (the ASA) for advertising have recently changed the rules for how gender is represented.

Please read what they have ruled - <https://www.asa.org.uk/advice-online/harm-and-offence-gender-stereotypes.html>

Then apply what you had learned by answering the following questions.

a. Describe the **stereotype** of femininity contained in the advert. Make reference to dress codes, hair & make up, body language and uses of language in the advert.

b. Please explain **why** this advert would not be allowed today due to the new rules for advertising.

3. **Music Video** - Study the video for *Formation* by Beyoncé - https://www.youtube.com/watch?v=WDZJPJV_bQ
Then answer the following questions.



- a. Beyoncé has included information about the effects of **flooding on New Orleans**. Please investigate this and find out what caused this flooding (what was the event called?)
- b. Beyoncé uses this video to construct her '**star persona**', (however, through doing this she also represents other Black American Women.) What messages do you think she wanted her audience to see/hear? What are we supposed to think about Beyoncé and what does she think are important values? Link your answer to specific parts of the video.

4. **Film Marketing** – Study the following teaser poster for *Black Panther*
Then answer the following questions



- a. What is the purpose of a **Teaser Poster** in a film marketing campaign?
- b. How does the audience know that this is a **Teaser Poster**? What specific elements of the poster send this message?
- c. How do you think that this poster is **targeting the audience**? Please comment on elements of narrative, genre and quality.

Please bring all completed work with you to the first lesson in September