



St Robert of Newminster Catholic School and Sixth Form College



Year 13 Pre-Course Tasks: Media Studies

MEST4 Critical Investigation

Name:		Target:	
Issue Date	Monday 5 th June 2017	Final Deadline	Wednesday 18 th October 2017*
AO1	Demonstrate knowledge and understanding of media concepts, contexts and critical debates		
AO4	Demonstrate the ability to undertake, apply and present appropriate research		
<p>You must choose an investigation topic to critically assess through exploring in depth a theme, issue or debate related to media texts in the contemporary media landscape (2011-2016). This investigation must be used to inform a practical media production. You will need to collect and evaluate media evidence and theory before reaching coherent conclusions based on that evidence. Your word count does not include any supportive material or image captions, footnotes, references or quotations.</p>			

Failure to meet this deadline will jeopardise your chances of passing the course*

**only in extremely unusual circumstances will this deadline be extended. Your teacher must be informed immediately if you feel that this is the case.

<u>Investigation Question:</u>	Linked Production:
<u>Media Texts:</u>	

How to be successful

- Research evidence of the theories supporting the investigation topic, e.g. books, news articles/columnists, interviews, screenings
- Produce a 2000 word written investigation which is personalised and develops a clear evaluative 'voice'
- Refer to wider contexts of production, e.g. USP's, political, social and historical motivations and audience consumption (e.g. technological developments) focussing on specific examples
- Evaluate / reach well informed personal conclusions based on media theory which is independently sourced and not reliant upon internet searches
- Keep a bibliography of all primary and secondary sources used, e.g. primary = own work, media texts, secondary = studies, theory and academic journals



Task One

- Research, define and explain the media concepts/terms using examples of media products where necessary:
 - o Popular culture, unique selling points, mainstream media, hybrid genres, high and low brow entertainment, media ownership, regulation and censorship, globalisation, agenda setting, media effects, digital revolution, media ethics, User Generated Content, Audience participation
 - o Keep a list of the websites and written sources used noting the date which you accessed the source **(Deadline: 9th June)**
- Make an investigation topic selection and write your question beginning with 'why' which is linked to at least 2 media texts from the past 5 years **(Deadline: 9th June)**
- Complete academic research into your topic through reading and annotating studies, chapters and journals published. These can be found using the sixth form library, downloading PDF documents online and Google or Amazon Book previews. A record of the author, title, publisher and date printed or accessed must be kept in your bibliography **(Deadline: 23rd June)**
- Complete contextual research into the texts you will focus on by conducting questionnaires, noting review comments, printing articles, keeping interview notes or printed responses, screening dates and recordings where possible **(Deadline: 23rd June)**
- Complete statistical, factual and historical based research which informs your knowledge and awareness of the media text, e.g. audience demographic, audience figures, actor history, variety of examples linked to the question **(Deadline: 23rd June)**
- Highlight and annotate strengths linked to both the mark scheme and criteria outlined in this brief using the two examples of previous responses **(Deadline: 29th June)**
- Secure all paper in a clear, hole punched binder **(Deadline: 29th June)**

Research Portfolio Deadline: Thursday 29th June



Task Two

- ❑ Watch, record and store your media texts, e.g. specific episodes if it is a television show, select key scenes from a film, experience the video game, save you tube footage URLs, screenshots of imagery linked to and using specific hashtags. This should occur outside of your Media Studies lesson time and you must make notes about the content based on the concepts relevant to your question.
(Deadline: Friday 14th July)
- ❑ Produce a 2000 word typed first draft of your investigation, analysing and evaluating your chosen media texts in relation to your knowledge of the relevant media concepts. In your answer, you should:
 - Discuss media theories linked to your question and apply these to your chosen media texts to develop your critical points of view (This is the biggest part of your total mark)
 - Remain focussed on a primary media text you have viewed and studied and refer to secondary media texts (maximum of three)
 - Answer your question through making clear judgements based on wider aspects of media production, e.g. audience expectations, influences on the content, competition between media organisations, consumption habits, technological enhancements
 - Reach a conclusion to your question
 - Print the assignment (include a word count at the end) and updated bibliography
(Deadline: Friday 15th September)

Concepts / Issues / Contexts / Debates: popular culture, unique selling points, mainstream media, hybrid genres, high and low brow entertainment, media ownership, regulation and censorship, globalisation, agenda setting, media effects, digital revolution, media ethics, User Generated Content, Audience participation

Deadline: Friday 15th September

