

Becoming Media Aware

During the summer holidays you need to make an effort to become 'media aware' – know what's going on in the media world. We recommend that you start a media journal in which you can record your responses to different media texts. Comment on the tasks below and make notes on any other interesting texts you come across. You could stick in articles, reviews and interesting images you find. Pay attention to celebrity and media related stories in the news. We will be discussing your experiences and views in the first few lessons.

Broadcasting

- 🎧 Watch the news on different channels (eg. BBC, ITN and CNN) on the same day. What differences do you notice in the content, use of language and image and the style of reporting? Can you account for these differences? Which channel's news reporting did you prefer? Why was this?
- 🎧 Watch a current affairs programme (eg. Panorama) about a topic that interests you. Was a particular point of view promoted in the programme? How was this message reinforced?
- 🎧 Watch a film from the suggested list. Comment on the characters, narrative and look of the film. What genre does it belong to? How can you tell?

Apocalypse Now (18); City of God (18); North By Northwest (PG); Donnie Darko (15); Shawshank Redemption (15); Pulp Fiction (18); Brokeback Mountain (15); La Dolce Vita (PG); Seven (18); Breakfast at Tiffany's (PG); Dr Strangelove (PG); This is England (18); The Darjeeling Limited(15); Crouching Tiger, Hidden Dragon (12); Juno (12); Pan's Labyrinth(15);The Matrix (15)

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- 🎧 Go to an official and unofficial website for a celebrity you are interested in. Comment on the differences in content, layout and style.
- 🎧 Surf the net for blogs that interest you. Maybe you could even start your own!

Print

- 🎧 Read a quality (Independent, Guardian, Times, Telegraph), middle market (Daily Mail, Daily Express) and tabloid newspaper (Sun, Star, Mirror) on the same day. What differences do you notice in the content, use of language and image and the style of reporting? Can you account for these differences? Which newspaper did you prefer? Why was this?
- 🎧 Find an interesting print advertisement. What story does it tell? Can you work out the message? Who is the intended target audience? How can you tell?