

UNIT 1 - CHECKLIST	
U1 LO1	
Task 1	<p>Demonstrate your understanding of how an independent company operates in comparison to a conglomerate. Research a local independent film company.</p> <ul style="list-style-type: none"> • Examples of products the company has made • how the company produces, distributes and exchanges its products • examples of joint ventures it has engaged in • Its target audience • genre that your company specialises in
U1 LO2	
Task 2	<p>Create a presentation on the ways in which the original Starwars films were marketed and distributed compared to Starwars the Force Awakens. Be sure to include</p> <ul style="list-style-type: none"> • Both traditional and modern types of advertising • Discuss the impact of technological convergence on distribution and marketing of media products vs. traditional methods • How has synergy, cross-media convergence and technological convergence made this product successful?
U1 LO3	
Task 3	<p>Put your findings for all micro elements on your blog. Explain how the meanings created by these elements contribute to the genre of the film (action adventure)</p>
Task 4	<p><i>using examples of magazines provided,</i></p> <ul style="list-style-type: none"> • state at least 4 similarities between the magazines • state who you think the target audience is for each magazine and why • state three differences between the magazines and suggest why they are different
Task 5	<p>Create a flat plan for the front cover of a new magazine, using the codes and conventions of a magazine. Annotate your flat plan based on the meaning that is created. You can pick one of the following to create:</p> <ul style="list-style-type: none"> • music magazine • fashion magazine • student magazine
Task 6	<p>Listen to a longer audio clip of your choice and analyse the codes and conventions. (a radio drama, The Archers- accent and dialect of characters and how sound effects are used, etc) *You must embed the audio clip into your blog post.</p>
Task 7	<ul style="list-style-type: none"> • Watch a TV show and identify Todorov's 5 stages and whether they have been used in that order. Why might a TV show disrupt this order intentionally? • Now apply Barthes theory of enigma code to your TV show

Task 8	<p>Identify whether the representations of men and women in Suicide Squad and the two magazine covers we studied are stereotypical or challenged and the effects on the audience. Apply Perkin's 5 assumptions. Discuss this in terms of:</p> <ul style="list-style-type: none"> • gender • sexuality • disability • regional identity • ethnicity • social class • age
U1 LO4	
Task 9	<p>Demographic classifications in the UK and the ABC1 grade:</p> <p>Demographic classifications in the UK refer to the social grade definitions, which are used to describe, measure and classify people of different social grade and income and earnings levels, for market research, social commentary, lifestyle statistics, and statistical research and analysis. The</p> <p><i>National Readership Survey (NRS)</i> is a non-profit but commercial British survey concerned with monitoring, analyzing and providing estimates on the number and nature of people who read Britain's newspapers and consumer magazines. It is funded by the UK Institute of Practitioners in Advertising (IPA), Newspaper Publishers Association (NPA), and Periodical Publishers Association (PPA).</p> <p>The social grade definitions by the NRS are widely used as a generic reference series for classifying and describing social classes, especially for consumer targeting and consumer market research by the advertising UK media and publishing sectors.</p> <p>National Readership Survey (NRS) demographic categories</p> <p>Social Grade Social Status Occupation</p> <p>A upper middle class higher managerial, administrative or professional</p> <p>B middle class intermediate managerial, administrative or professional</p> <p>C1 lower middle class supervisory or clerical, junior managerial, administrative or professional</p> <p>C2 skilled working class skilled manual workers</p> <p>D working class semi and unskilled manual workers</p> <p>E those at lowest level of subsistence state pensioners or widows (no other earner), casual or lowest grade workers</p> <p>Using the graph provided in the practice exam to discuss three products that you believe would appeal to readers of the Daily Mail and three products that should be advertised in the Guardian, based on the majority readers social demographic.</p>
Task 10	<p>Apply Denis McQuail's theory of Uses and Gratifications to Suicide Squad. How does this movie fulfill all 4 uses and gratifications?</p>
U1 LO5	
Task 11	<p><i>Find examples of audience research and feedback conducted for the Marvel Cinematic Universe films and the effect on the recent Avengers films. (Use Facebook, Instagram, Twitter and Rotten Tomatoes)</i></p> <ul style="list-style-type: none"> • Identify qualitative and quantitative research <p>How has audience feedback shaped the recent Avengers films?</p>

Task 12	<p>investigate the market possibilities and success of spin-offs with examples like E20. This is a webisode series written by 17-22 year-old writers to celebrate the 25th anniversary of BBC1's EastEnders.</p> <p>Read the Guardian's article 'E20: the future of EastEnders. Gain a backstory of the series, why <i>it was developed and audience feedback on the series.</i></p> <p><i>Include:</i></p> <ul style="list-style-type: none"> • Why has E20 been successful? • How is the target audience for E20 different from that for BBC1's EastEnders? Why? • What is the appeal of this spin-off for its audience? <p><i>*check out E20's Facebook page for audience feedback on current storylines. BBC's E20 website will be useful to find info on the development of the series</i></p>
Task 13	<p><i>Using the examples from the National Readership Survey (NRS) audience research, make an infographic of the data for one of the magazines they collect audience research for; for example The Radio Times.</i></p> <ul style="list-style-type: none"> • <i>use Pictochart to make your infographic</i>
U1 LO6	
Task 14	<p>Apply the Media Effects Debate to The Dark Knight Rises. Research any moral panic which ensued after the release of this film in regards to its rating and the shooting incident that occurred in the US upon its cinematic release. To what degree are we a passive vs. an active audience?</p>