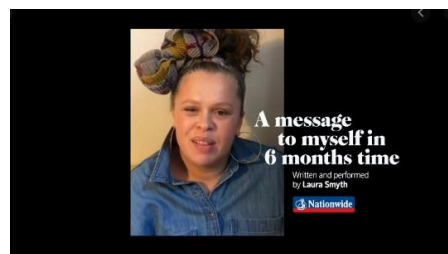


# Flying Start

# Media Studies

Lockdown has had a profound impact on many aspects of the media – changing the ways in which media texts are created and consumed. To get you thinking about the media analytically and help prepare you for starting the A Level course next month do some research and consider how different the media is now compared to the start of the year.

**Advertising:** as our world changed so did advertising, especially television advertising. Companies increasingly focussed on how they were behaving, providing essential services and supporting their staff rather than simply selling us products. Look for two pairs of adverts – one made before lockdown and one during. One pair should be for a supermarket the other for a luxury product (non-essential), maybe something that you bought. Compare the two adverts – how different are they? Look at how they have been constructed (think about what the camera is doing, how fast the editing is, the sorts of soundtrack they have and the colours, costumes and locations they use), think about the sorts of characters in the adverts – do they accurately represent the people who the products are aimed at? What do the adverts suggest about the companies and products they are promoting? Make notes.



How would you plan an advert for a post-lockdown world? Choose a product you like but haven't needed or been able to buy during the lockdown period and consider how it could be promoted. Make notes on how you could design a 30 second TV advert for the product. You can use existing adverts as a starting point.

Use the grid below to plan.

<b>Product chosen</b> Describe the product. Why would people want to buy it?	
<b>Where would you set your advert?</b> Describe the location you would use for your advert?	
<b>Who would be in it?</b> Would you use celebrities? Actors? Real people? Why?	
<b>What sorts of sound would you use?</b> Music – well known? Dialogue? Why?	
<b>What would happen?</b> Describe what the audience would see. Why?	

**Bring your notes to the second lesson.**