

# GCSE to Further Education

## A Level Media studies

### Task 1 - What is your Media Identity?

Your task will be to create a document detailing the way that media has influenced your identity.

This can be presented in any way you wish -

- A PowerPoint
- An essay
- A vlog or podcast
- A magazine front cover
- A trailer
- A music video
- A chat show
- Or any other media form you would like to mimic

### What you need to include:

Include references to the key media products and how they have shaped you - for example - are there any TV shows, games, music that you regularly return to, talk to people about, buy merchandise for, quote from, characters that you aspire to be like? Are there social media sites you regularly visit? How has that affected what you say and how you communicate with others? Are there any influencers that you regularly tune into? Do you make your own playlists on Spotify? Any media product you use says something about who you are and that is what we want to find out about.

### Evidence of research from theories on the specification

David Gauntlett - Media, Gender and Identity

<http://davidgauntlett.com/making-media-studies/theories-of-identity-new-media-studies-a-as-level/>

<https://pdfs.semanticscholar.org/1fbe/dda1bfb55e1ee7c880d8cbddd588b02f712d.pdf>

Uses and Gratifications Theory

<https://revisionworld.com/a2-level-level-revision/media-studies-level-revision/uses-and-gratifications-theory>

### Clay Shirky - End of Audience Theory

<https://www.youtube.com/watch?v=xP1F0opghMY>

<https://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-teaching-clay-shirky-technology-changing-audiences-christine-bell.pdf>

If you choose to mimic a particular media form - you need to include expected elements and features for that (e.g. a magazine - a mast head, a main image and cover lines)