

# Media Studies

**Subject level**      A-level

**Resource site**      [www.wqe.ac.uk/tasteractivities](http://www.wqe.ac.uk/tasteractivities)

**Teachers**              Victoria Bellamy and Malcolm Crutchley

**Estimated  
time required  
to complete  
activity**              2 hours

**Resources  
required**              YouTube

## Assignment details

Welcome to Media Studies

Please have a go at any of the music, advertising and or magazine tasks.

If you would like your work assessed by a media teacher, please bring your work to the first lesson, this is completely optional.

We hope to see you at enrolment!

## Music Video Analysis

Products: Warning by Bugzy Malone

### Task 1

How is the Grime/Rap **genre** communicated to the audience?

Answer this question by watching the music video in the link provided and bullet point all the typical things you see and hear / associate with Grime/Rap. We call this list the **generic codes and conventions**.

<https://www.youtube.com/watch?v=51SpkITaACU>

Now listen to this next song using the link provided:

[https://www.youtube.com/watch?time\\_continue=66&v=EkNsEAwy-Ys](https://www.youtube.com/watch?time_continue=66&v=EkNsEAwy-Ys)

Ripgroove by Double 99

Satellite 1997

Producers: Tim Liken, Omar Adimora

Academic Theory: **Postmodernism:**

The postmodern argument: This idea of mixing references is referred to as bricolage (meaning jumbled). Bricolage refers to the process of adapting and juxtaposing old and new texts, images, ideas or narratives to produce completely new meanings.

Using the songs, you have just studied you can hear how Bugzy Malone has sampled (mixed / jumbled) an old track; therefore, the Bugzy Malone track is postmodern.

Task: Can you think of a postmodern product? (Music, TV, Film, Video game)?

Answer:

## Advertising Analysis

Products: Old Spice Adverts

Adverts evolve all the time; in order to analyse advertising techniques historically compare the similarities and differences for these two perfumed products.

1958 USA Old Spice (Give Dad Old Spice) advert

and

2010 USA Isaiah Mustafa (Ex NFL Player) Old Spice Bahamas scent advert

Father's Day - June 15

Old Spice  
AFTER SHAVE LOTION  
1.00 and 1.75

Old Spice  
Body Talcum 1.00

Old Spice  
PRE-ELECTRIC SHAVE LOTION  
1.00

Old Spice  
SMOOTH SHAVE  
REGULAR OR  
NEW MENTHOLATED 1.00

New! Travel Set, in Plastic Containers - 2.25  
After Shave Lotion and Stick Deodorant

Give Dad *Old Spice*

THE FINEST GROOMING AIDS A MAN CAN OWN

SHULTON

The Custom Box - \$5.00  
After Shave Lotion,  
After Shave Talcum, Men's Cologne,  
Spray Deodorant, Hair Cream, Toilet

From The Old Spice Men's Grooming Line - Also available in London



## Magazine Analysis

Products: Big Issue Magazine

At A Level we must study the social, cultural and political contexts of media products. We mainly focus on the Big Issue for the magazine industry. Watch this link to have a better understanding of the company.

<https://www.youtube.com/watch?v=kYO-TeBzYWY#action=share>

When studying the **social context**; we think about how the magazine sits within our society, what is its relevance, its impact?

When studying the **cultural context**, we look at the front cover of the magazine and identify cultural interests our society has. That might be in the form of celebrities, films, music, video games; if there is evidence of the magazine cover being postmodern etc

When studying the **political context**, we look for evidence of either right wing or left-wing views (ideologies). If you are unsure of the differences in left and right wing thinking watch the first 2 mins of this link

<https://www.youtube.com/watch?v=JlQ5fGECmsA>

The Big Issue usually promotes left wing ideology.

Here is an example of how we would apply all three contexts to a magazine.



ESTABLISHED 1991

EVERY MONDAY £2.50

# THE BIG ISSUE

WEAR IT LIKE YOU MEAN IT  
New T-shirts  
bigissueshop.com



FEBRUARY 20-26, 2017 NO.1244  
A HAND UP NOT A HANDOUT

## ZOLTAR

# MAKING DREAMS COME TRUE

How to find love, clear your debt and cure the existential dread that is gripping you just now

SPEAKS

For £2.50 buy THE BIG ISSUE & help your vendor achieve their own dreams



**PLUS**  
Naomie Harris, George Best  
& compost



The Zoltar edition /front cover highlights the magazines **social context** by its masthead, meaning the title of the magazine, the magazine represents the big issue of homelessness as well as other issues that relevant within our society. We also see that in the main features that society is interested in love and debt. The magazines slogan 'a hand up, not a handout' also reflects the companies position in society in offering homeless people work.

The **cultural context** is reflected in the celebrities on the front, Naomi Harris and George Best; she is a famous actress and he was a famous footballer. The other reference to popular culture is the Zoltar taken from the 1988 film Big.

Zoltar scene

<https://www.youtube.com/watch?v=FQ0sHPD5JMg>

Big (1988) Trailer

<https://www.youtube.com/watch?v=TbeAihy-ru8>

The cultural context is key in attracting advertising inside the magazine and attracting people in buying the magazine. The magazine has to offer some escapism / entertainment.

The **political context** is evident in their left-wing ideology; the face the magazines aim is to raise awareness on current topics; the fact they want to offer a solution to homelessness. They are advertising their online shop which only supports social enterprise businesses (businesses who contribute to society in a positive way).

NOW you have a go at analysing the social, cultural and political contexts of the Big Issue below with Liam Neeson. If you struggle with analysing the contexts, there are some questions you could answer to help you. They are after the Liam Neeson cover.



ESTABLISHED 1991  
**THE BIG  
ISSUE**

**£2.50**  
EVERY MONDAY  
JANUARY 15-21 2018 NO. 1290  
A HAND UP NOT A HANDOUT



**OK  
COMMUTER**

**WE'VE GOT YOU COVERED!**

**INTERVIEW**  
**LIAM NEESON** I will find you... and answer *SOME* of your questions  
**CHUCK D** Just the ticket with Public Enemy chief  
**ROUTE OUT OF HOMELESSNESS** Your platform  
**NEW ARRIVALS** Must-read books of 2018

## **MEDIA CONTEXTS**

### **Social Context**

*Music Videos, Advertising, Magazines, Video Games, TV and News*

- **Social Anxieties**  
Does the product create or reflect social anxieties (e.g. aesthetics, possessions)?
- **Inequalities (gender, race, sexuality, class)**  
Does the product create, fuel or reflect inequality?
- **Type of society?**  
Type of society (rural/urban, rich/poor, large/small, powerful/powerless)
- **Conflicting Social Values**  
Does the product reflect or conflict our social values (what we find important within society?)

### **Cultural Context**

*Music Videos, Advertising, Magazines, Radio, TV and News*

Culture is our tastes, attitudes and beliefs, how we communicate with one another based on dominant identities.

- **Consumerism**  
Does the product reinforce or challenge our culture of excessive consuming?
- **Celebrity Culture**  
Does the product reinforce or challenge our fascination with celebrities?  
What is the image of the celebrity and what connotations do they carry?
- **Feminism / Gender Roles**  
Does the product reinforce or subvert existing gender stereotypes?
- **Multi Culturalism**  
Does the product reflect our multicultural society?
- **Postmodernism (2001+)**  
Is the product reflecting a postmodern or traditional/old/historical culture?



## **Political context**

*Magazines, Radio TV and News*

- **Political Ideologies**

Which political ideology / party does the product reflect? (Left + Right Wing Scale)

Does the product reflect any current or past political issues?