



Introduction to Post-16 Studies - Digital Media - SINGLE

Have you ever wondered what it would be like working in the Media? Well here is your chance! Studying Digital Media (Single) at Bewdley Sixth Form allows you to appreciate how the media industry operates. Students will have an opportunity to learn a variety of media roles ranging from pre-production through to filming and image editing. You will be able to produce and edit your very own coffee advertising campaign, write your own journalistic article and create a magazine front page and a double page spread? You will also have an opportunity to visit and engage with an advertising company to discover how the companies appeal to their identified target audiences.

The following challenges will help you develop some of the initial skills and knowledge needed for this course.



[Watch this documentary](#)

An insight by the BBC about the Media Industry:
[Click here](#)



[Listen to this podcast](#)

[Media Masters](#)

List all the new information you have learnt from this Spotify podcast.



[Think about these questions?](#)

Pick an advertising campaign (TV/ Print) and list why you think they were a success?
What would you do differently if you were in charge of the campaign?



[Investigation](#)

Take a brand and suggest what you would do differently to appeal to a different target audience



[Read this article](#)

[How to get work experience in the media](#)

Highlight the key points made in this article.



[How to?](#)

Answer this question:
Can you research the different types of journalism and how this effects its target audience



[Useful links](#)

Course specification:
[Click here](#)

Summer Homework:

I would like you to **evaluate** an advertisement campaign. Remember that means **TV & PRINT**.

Key words to consider:

USP (Unique Selling Point), Value Proposition, demographic, psychographic, shockvertising, endorsement, stereotyping, continuity model, fighting mode, pulsing model, connotations, denotations