

Get off to a 'Flying Start' in

Media Studies - A level

Welcome to Flying Start with North Devon College.

We hope that you are excited to join us at North Devon College. We want to help you to focus on your skills for your course with us and so below you will find questions to consider, tasks to complete and some background research to undertake before enrolment.



Please read the instructions and have a go at the activities. If you get stuck, please see the Frequently Asked Questions (FAQs) section at the end of this document for help.

A quick hello and welcome to the course!

Watch [this video for a quick introduction](#) to A Level Media Studies at North Devon College, and what to expect from September!

To get you started...

Task 1: Definitions

Define these key terms and keep your notes - we will continuously use these terms during your study for Media Studies.

Connotation	Conventions
Denotation	Ideology
Niche audience	Producer
Mass audience	Consumer
Passive audience	Advertising
Active audience	Marketing

Task 2: Advertising & Marketing conventions

All media platforms and products require the knowledge and skills of advertising and marketing - the ability to persuade a consumer to purchase or use their product. Most media producers will follow an unspoken set of rules - these unspoken rules

target an audience based on recognisable elements. Think about a time you have had a catchy tune in your head that you first heard on TV, or maybe a time a brand has hopped on a trending audio from TikTok to gain more views. Successful media products are able to follow these rules whilst also maintaining a Unique Selling Point (USP).

Let's look at a successful marketing campaign from 2009 to now: GoCompare. Can you hear the jingle before we even watch the TV adverts? If not, ask a parent/guardian what tune they think of when you simply state the name of the company.

GoCompare is a company that compares insurance prices for cars, home, and even travelling. Since the launch of their 'Gio Compario' campaign (see how they played with spelling and language?), the brand has **synergised** to become one recognisable product, through the use of this fictional character.

Watch the first TV [advertisement from 2010](#) and compare it to a [recent one from 2024](#). Answer the questions below:

1. What has changed? Think about colours, characters, and features that have carried over from 2010.
2. How have the media producers built upon the success of the first advert?
3. The 2010 advert is called 'Tenor', and the 2024 advert 'Feel the Tache'. How do these titles build meaning within the media products? Think about puns and play on words!
4. Define '**synergy**', and then write a few sentences on how this brand is an example of this key term.

Task 3: Creative & Reflective

And now, you get to be creative! As part of your study with North Devon College, you will complete two sets of coursework for Media Studies. In your first year (AS), this will be a singular media product, such as a website or music video creation. You will be given a set of briefs from the exam board, and you will be expected to complete this coursework independently - however, there will be support available from lecturers and the Creative Media team here.

So you can flex those creative muscles, your final task for this Flying Start is to respond to the below brief.

Brief:

A cleaning company called 'SplishSplash' wants you to create an advertisement poster for their new cleaning product, Lazy Lemon Liquid, a dishwashing liquid. Their primary audience is university students, aged 18 - 25, and they want your advert to be eye-catching and have a fun catch-phrase.

For inspiration, check out some of the examples from real adverts below:



Once you have completed this, write a 100 word reflection on your design choices, such as your catch phrase, why you have/haven't included a model, colour scheme, et cetera.

Frequently Asked Questions (FAQs)

Q: Will this work be marked and when is it due?

A: This work may not be formally marked but will be discussed during your first classes with us in September. Just bring along what you have completed to your first timetabled sessions.

Q: I am not sure if I have the answers right, what should I do?

A: Don't worry, just have a go at getting something down and bring it along to the lesson where we can talk it through. There is no need to get anxious about the tasks, we are not expecting you to know everything before you arrive but are interested in your ideas and what you have found easy or difficult as it helps us support you right from the beginning.

Q: How long should I spend on the creative task?

A: Whilst it's a good idea to be proud of the work you create, this shouldn't take longer than thirty minutes to one hour to complete - of course, you can carry on working on this and show this off in class when we start in September. In fact, we encourage you to be as creative and enthusiastic about your work as possible!

Q: Do I have to do it?

A: Flying Start is not compulsory, but many students find it useful for getting them used to thinking about subjects at the next level. Early classroom sessions will also reflect on some of the Flying Start activities.

Q: Where can I find more information about the Media Studies A level course at North Devon College?

A: The exam board we use is Eduqas. You can find out more here:

https://www.eduqas.co.uk/qualifications/media-studies-asa-level/#tab_keydocuments