Year 12 Media Studies Transition Task

Welcome to AS Level Media Studies.

These transition tasks are intended to help you develop a basic understanding of media industries – who produces media products and who consumes them.

Completing this task will show that you are able to independently research a topic; a skill which will be hugely valuable for your studies over the next two years.

Task 1

Research in detail one media institution from the list below and create a fact‐file or essay with your findings.

Institutions you may choose from are:

Warner Bros

Vertigo Films (film company)

Sony Pictures (film company)

You will need to research to find out the following about your chosen institution:

* Who owns the institution? (Is it part of a larger company, or does it own other smaller companies? Who are the owners? When was the institution set up?)
* What products does the institution produce? (Describe the range of products produced and the format which they take [e.g. what sort of films/programmes/papers]
* Who are the competitors for your institution and what is the market position of your institution? (Is your institution successful compared to its competitors)
* The history of the company
* Any other useful information

Task 2

Research the marketing campaign for the film The Hunger Games. You will need to research the following:

The company that distributed the film.

The techniques used to market the film? (print/online/publicity campaigns etc.) Find examples to support your findings.