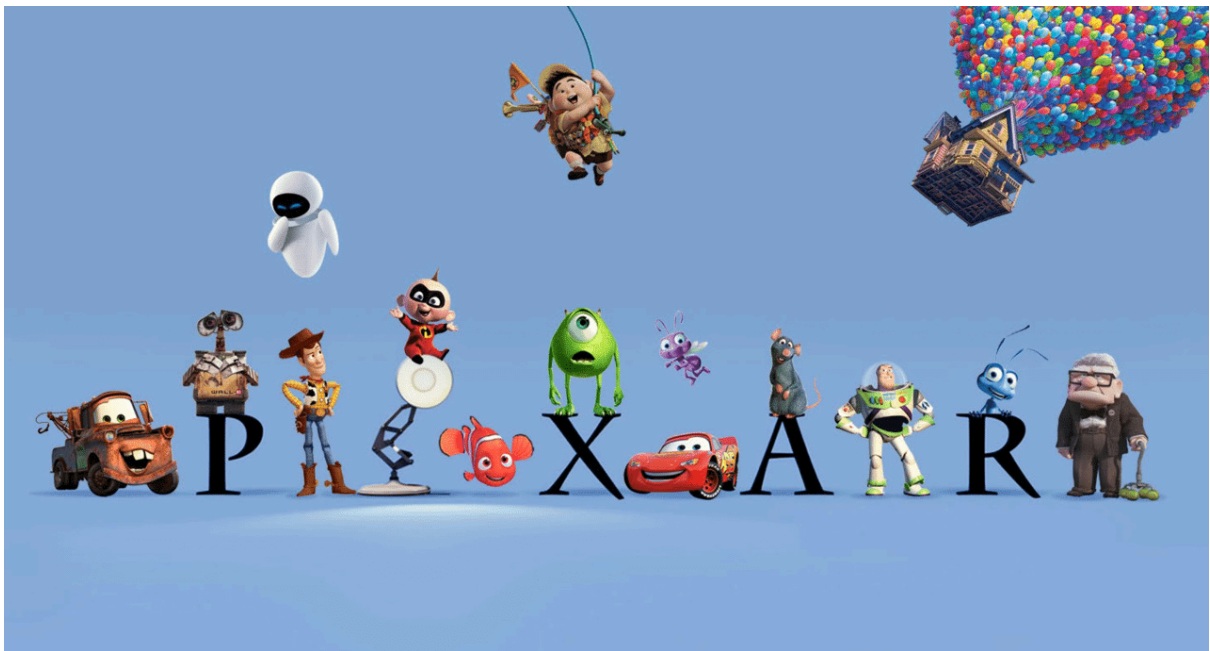
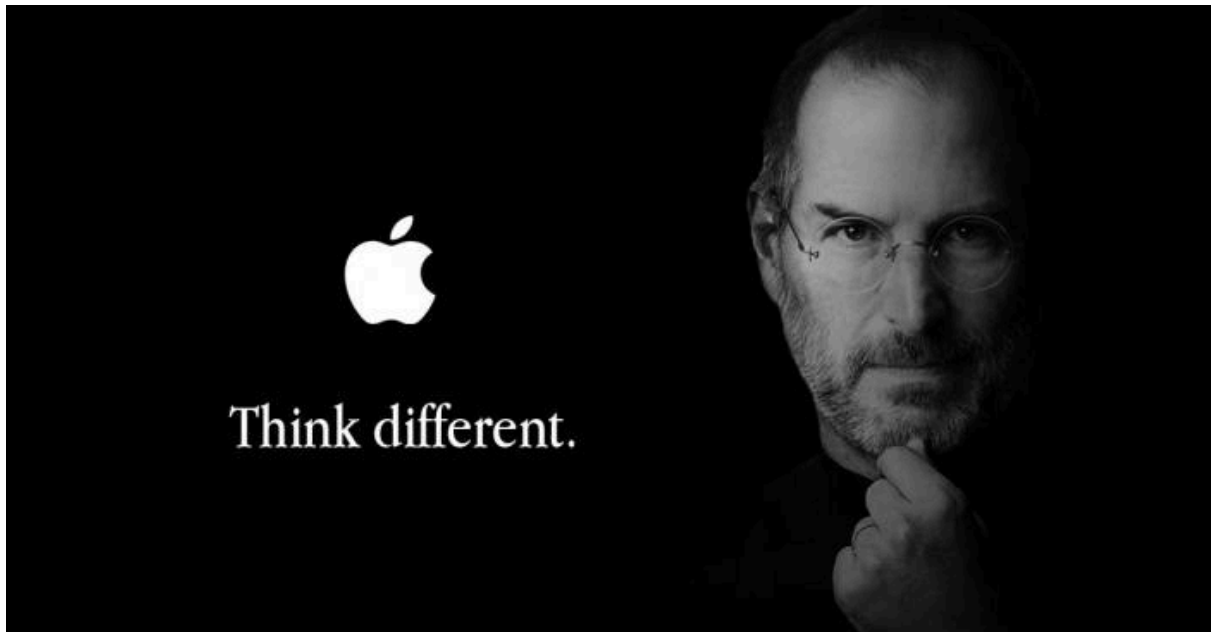


Year 10 Media Homework Booklet



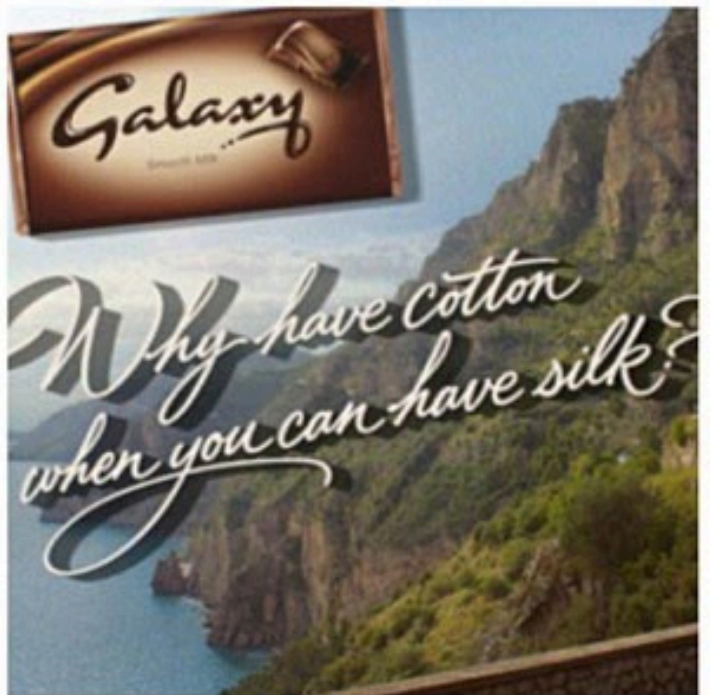
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Class: _____ Teacher: _____

Target Grade: _____

CSP 1:

GALAXY CHOCOLATE



Week	TASK	ANSWERS	Mark (1-3)
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1	Research another advertisement online or on TV that features nostalgia and a CGI person or a CGI creature.	What advert was it? Why was it Nostalgic? Who was the CGI person or creature?	
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. AUDREY HEPBURN 2. C G I 3. BREAKFAST AT TIFFANY'S 4. ITALY (AMALFI COAST) 5. CHOCOLATE (ADVERTISEMENT) 6. SILK NOT COTTON 7. NOSTALGIA (1950's) 8. NARRATIVE (STRUCTURE) 9. PROPP (CHARACTER TYPES) 10. PROPS (Vehicles etc)		

CSP 2:

OMO

WHITENESS ALONE WON'T DO!

OMO makes whites Bright!



“This’ll shake you, Mother!
 Fancy saying all washing powders were the same! You can’t say that any more—not after you’ve seen Omo-brightness. Whites boiled with Omo are more than clean and white. They’re bright. Actually *bright!*”

Yes, she’s right about Omo. This wonderful new detergent really does add brightness to whiteness.

This exciting new Omo-brightness puts ordinary whiteness completely in the shade. Many powders get things clean and white. Omo does this—and much more. Omo-boiled whites are clean, white and bright as well! Yes, brilliantly *bright!*

Today millions of women insist on this extra Omo-brightness, every washday. One packet—and you’ll be an Omo fan, too!

OMO adds Brightness to whiteness

HUDSON & KNIGHT LTD.

Week	TASK	ANSWERS	Mark (1-3)
1	Research the name of another washing brand that	What was the name of the product?	

	used women to advertise its products in the 1950's.	Is it still around today? If so, what is it called now?	
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. 1950's (Women) 2. STEREOTYPES (Sexist) 3. MALE DOMINANCE 4. COLOURS (Denotation & Connotation)) 5. WASHING POWDER 6. BRIGHTNESS/ WHITENESS (Cleanliness next to Godliness) 7. NARRATIVE (Structure) 8. PROPP (Character Types) 9. ADVERTISING 10. MOTHER (Target Audience)		

CSP 3:

NHS REPRESENT



Week	TASK	ANSWERS	Mark (1-3)
1	Find out the meaning of MOBO (e.g. Mobo Awards) and name at least one famous winner of the	What does MOBO mean? Some famous winners of the MOBO	

	award. Find out your blood type and write it down.	Award are? My blood type is?	
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. B A M E 2. Lady Leshurr (Dispatcher) 3. Blood(2016) 4. 3 Percent 5.YouTube 6.Celebrities 7.East London 8.Music Video 9.Grime Music Genre 10.Narrative Structure(Disruption)		

CSP 4:

ONE DIRECTION



Week	TASK	ANSWERS	Mark (1-3)
1	What is the name of the first One Direction album?		

	How many copies did it sell worldwide? Which video has the most views on YouTube?		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. X Factor 2. Simon Cowell (SYCO) 3. Sony Music 4. Manufactured Band 5. Narrative Structure 6. Direct Mode of Address 7. Fans (Shared Journey) 8. Social Media 9. Smart Phones (Convergence) 10. Black & White (Past)		

CSP 5:

ARCTIC MONKEYS



Week	TASK	ANSWERS	Mark (1-3)
1	Find out how many albums		

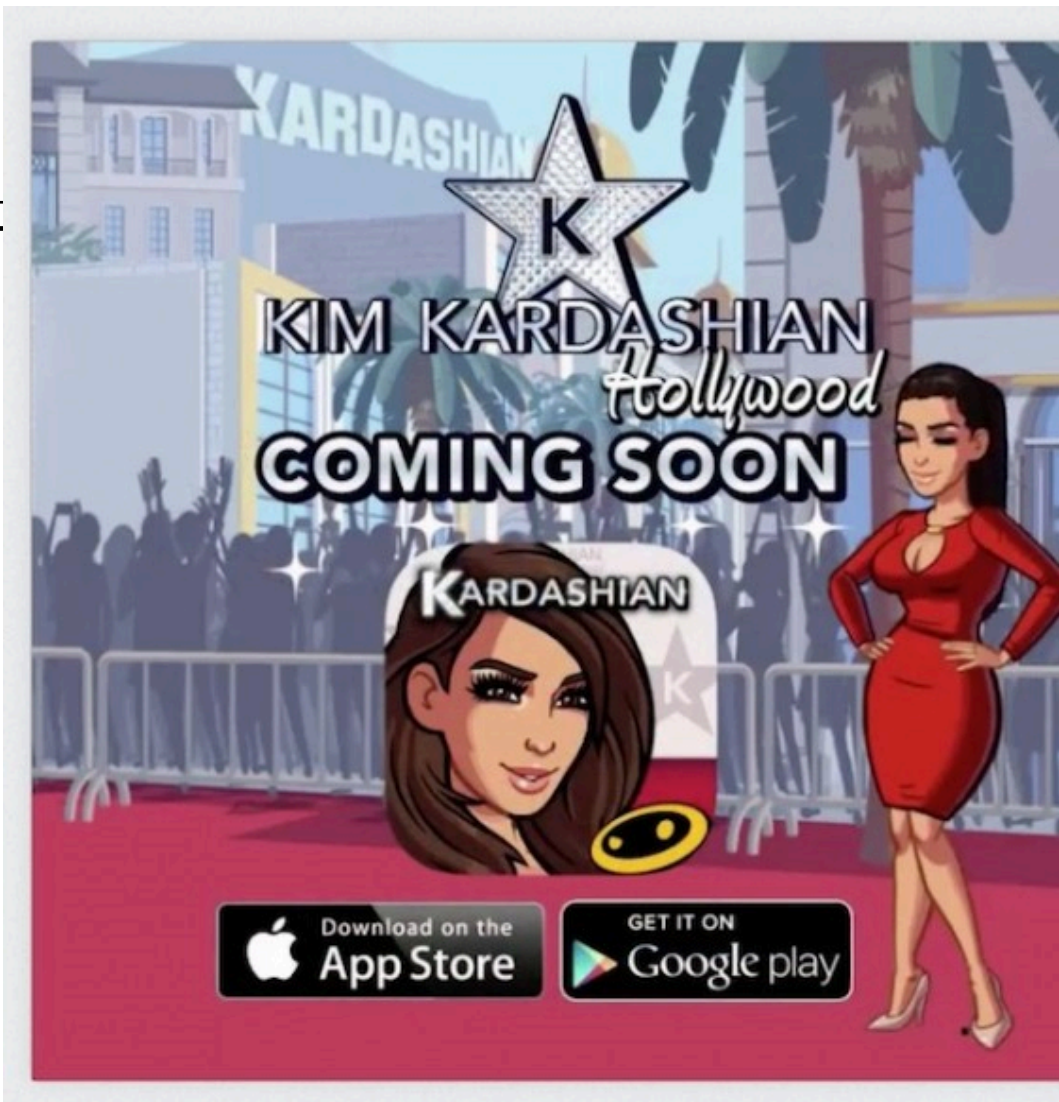


	the Arctic Monkeys have released? How many times have they played Glastonbury?		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. Internet(Social Media) 2. MySpace 3. Free CD's(Fileshare) 4. Fans 5. Record Label 6. Musicians 7. No 1 (Hit Record) 8. Alex Turner(Direct Mode of Address) 9. Low Budget 10. Sheffield		

CSP 6:

KIM KARDASHIAN

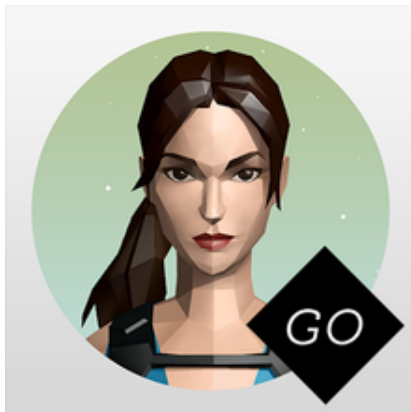
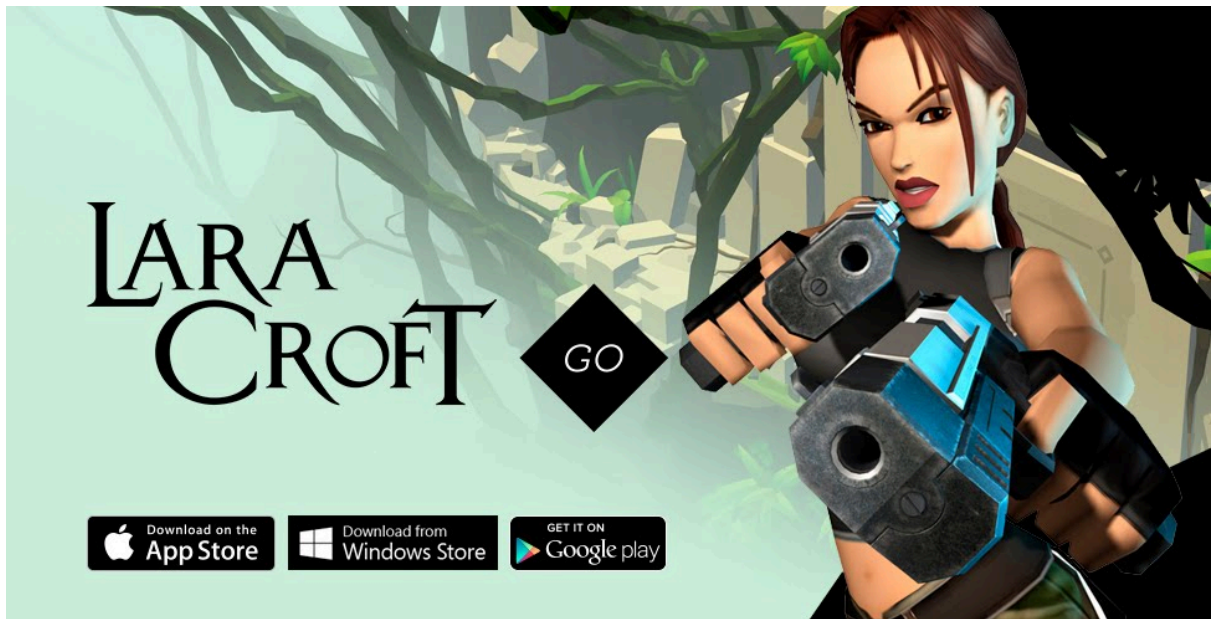


Week	T		Mark (1-3)
		ANSWERS	
1	Which celebrity did Kim Kardashian's father become famous for defending in a		

	court case? Who is currently the richest Kardashian and how did they earn this money?		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. CELEBRITY 2. KEEPING UP WITH... 3. GAME APP 4. GLU MOBILE 5. FREE 6. IN APP PURCHASES 7. ADVERTISING 8. INDEPENDENT WOMAN 9. CONVERGENCE 10. WOMEN GAMERS		

CSP 7:

LARA CROFT GO



Week	TASK	ANSWERS	Mark (1-3)
1	Which famous Male movie character inspired the adventures of Lara Croft? Name the four films he appeared in...		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. TURN BASED... 2. APP 3. SQUARE ENIX 4. FRANCHISE 5. NARRATIVE STRUCTURE 6. SEXUALISED 7. P E G I 8. SUBVERTS STEREOTYPE 9. CONVERGENCE 10. POSITIVE ROLE MODEL		

CSP 8:

ZOELLA



Week	TASK	ANSWERS	Mark
------	------	---------	------

			(1-3)
1	How many copies did Zoella's book sell? For what reasons did Zoella receive criticism for this book?		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. VLOGGER 2. YOUTUBE 3. USES & GRATIFICATIONS 4. ROLE MODEL 5. AGE 13 6. ANXIETY 7. DIRECT MODE OF ADDRESS 8. INTERACTION 9. POSITIVE ROLE MODEL 10. BOOTS (shop)		

CSP 9:

DAILY
Mirror

FIGHTING FOR YOU
Friday, April 26, 2019 80P



New Bond stars
are revealed

SEE PAGES
14&15

ROYAL EXCLUSIVE
Kate's bid to
heal 'hurtful
rift' between
Wills & Harry





FLYING VISIT: William is on
official trip to New Zealand

LISTEN
TO SIS
Kate and
Harry clash
in kitchen
yesterday

MEASLES EPIDEMIC FEAR

NO MMR JAB ..NO SCHOOL

Government warns it could ban pupils who haven't had vaccination

PROTECTION
child labor law

BY MARTIN BAGOT

KIDS could be barred from school if they have not had their MMR jabs, Health Secretary Matt Hancock has warned.

There was an almost four-fold rise in cases of measles in the past year. It follows a fall in the number of children being vaccinated.

Mr Hancock said he will tackle the spread of anti-vaccine "lies", and "won't rule out" a school ban.

Week	TASK	ANSWERS	Mark (1-3)
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[illegible]

DUCHESS STEPS IN TO HELP HEAL ROYAL RIFT

Kate told Harry
to make peace
...then they all
met up for tea

She is behind 'olive branch' Windsor meeting



EXCLUSIVE
BY RUSSELL WYKE *Investigative*

THE Duchess of Cambridge added Prince Harry to offer William an "olive branch" meeting in a bid to repair the brothers' fractured relationship.

The Princes are badly speaking during a crucial time in the history of the monarchy.

"It has led to William's lack of purpose here, refused to go back. Lured into William's wife Kate's story to repair," complete and total breakdown of communication," between the brothers.

He refused to let Harry and Meghan meeting them to find resolution at their other after they attended church on Father Sunday.

They had two and failed for several 30 minutes at St. Margaret's.

Fate forced a "very strong friendship" with Harry after she and William were closely with him to launch the Royal Foundation and the

nearby houses at Kensington Palace before Harry married Meghan, with William once joking that he would often come over to raid food in the fridge.

Apals's source said: "The Duchess and Harry have developed a very close bond over the years."

"Kate is definitely some of the angriest," says William and Harry's getting along, not just because of perception but their collective responsibility to the monarchy as a whole.

Harry has acted as counsel to his brother throughout William and Kate's more turbulent years, and the three of them had to step in to force the most "transmission put in his arms."

William and Harry have had "a discussion that could not be defended" over the different paths in life they are now on.

While William is being prepared to become King one day, Harry is forging his own path, which "before meeting his wife Meghan had been severely lacking," another source said.



to avoid each other at the Easter Sunday service, and

The five-year-old Christchurch seer attack, our very Alan Aiden and greeted New Zealand PM Jacinda Ardern with a traditional hongi nose rub.

The princes have long carried a heavy burden as 'seers' of the monarchy. Harry has revealed that 'he one wants to be King' but the family is concerned as to the throne 'for the greater good of the people'.

The brothers created an image which became new on the national consciousness as boys walking behind their mother Diana's coffin at his funeral 20 years ago.

...the prince from his hand.

becomes a *Tab Rasa* highlight page, but causes have also been dampened since Harry and Meghan moved from Kensington Palace, Appleton for the Duke and Duchess of Sussex to carry out their charity and conservation projects in Africa, which could seem to move ahead for up to six months at a time, has also added to the worrying situation that has developed.

One source said: "Harry and Meghan decided to leave in Africa for most of a year, but the pandemic could upend it quickly."

The Sussexes are intent on forging their own path, apart from the constraints they feel restrict the Cambridges.

This is not even much to do with the difference between them and their wives, a lot of which has to do with the fact that the

ship, it may reach a point where it is too late. Not only would that be hugely damaging to them as two females, it would be potentially catastrophic as we move into the most revealing of the days.

"They are the future of the monarchy in standing in Britain, throughout the Commonwealth and the world.

"After years of negativity from the generation before it, the behaviour that failed countless heads of state and bequeathed the world a legacy of pain and confusion to be each other's torment and support.

"But that seems to have completely faded now.

"It can be very lovely at the end and sometimes William is left feeling that he is facing some tremendous responsibility about this side is a great moment."

"But at one point, one of them is going to have to swallow their pride and admit there is a problem that needs addressing, before all is lost."

He said: "I feel there is just a smallish window when people are interested in me before [William's children] take over."

Another source said: "There is a very real fear that if the royals do not mend their relations

But at one point, one of them is going to have to swallow their pride and admit there is a problem that needs addressing, before all is lost.

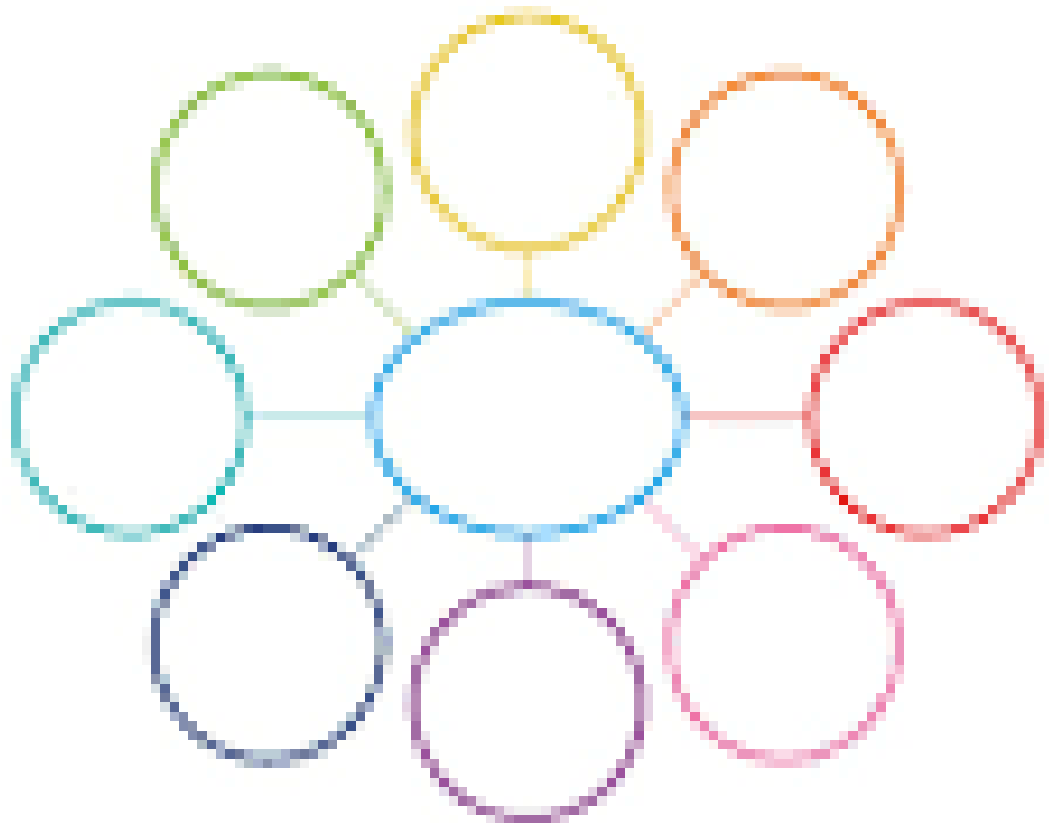
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1	Logon to media.rodningvalley.net at home. Write down bullet point revision notes. Draw a mind map. Fill in the page on the back	☐ I have completed the bullet points on the back ☐ I have completed a mind map on the back of this page 5 things I have learnt are: 1. 2. 3. 4. 5.	
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. C1C2DE 2. TABLOID 3. FIGHTING FOR YOU 4. IPSO 5. LABOUR PARTY 6. TRINITY MIRROR 7. REACH 8. ANZAC DAY 9. PRINCE HARRY 10. DUCHESS OF CAMBRIDGE		

DAILY MIRROR RESEARCH PAGE

Main points I have learnt:

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CSP 10:

THE TIMES

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Newspapers –The Times

Edition: Friday 26 April 2019

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Calls for criminal inquiry as top ministers deny security leak

Francis Elliott Political Editor

Jeremy Hunt led a chorus of denials from senior ministers last night that they were responsible for the first known leak from Britain's top national security body.

Theresa May came under pressure to allow a police inquiry into the disclosure of secret talks from the National

Security Council (NSC) about the Chinese telecoms company Huawei.

Mr Hunt, the foreign secretary, said that neither he nor any of his team had disclosed details of Tuesday's meeting. That prompted an awkward scramble from other ministers to distance themselves from the leak.

Gavin Williamson, the defence secretary, and Sajid Javid, the home

secretary, issued categorical denials while aides to Penny Mordaunt, the aid secretary, and Liam Fox, the trade secretary, insisted that neither was guilty.

Mr May refused to confirm that a formal inquiry was under way but Whitehall is prepared for one led by the police. Sir Mark Sedwill, the cabinet secretary, is said to be determined to draw a line. Jeremy Wright, the culture

secretary, told the Commons in reply to an urgent question: "We cannot exclude the possibility of a criminal investigation."

He added: "Officials, including the security and intelligence agencies, need to feel that they can give advice to ministers which ministers will treat seriously and keep private."

"If they do not feel that, they will not

give us that advice and government will be worse as a result. That is why this is serious and that is why the government intends to treat it seriously."

Sir Michael Fallon, the former defence secretary, urged Downing Street to call in the police. "That would involve a proper Scotland Yard investigation of all those who attended the

Continued on page 2, col 3

Fee-paying schools 'save the taxpayer £20 billion'

Independent heads hit back against VAT threat

Nicola Woolcock

Education Correspondent

Private schools are saving taxpayers billions of pounds a year, their head teachers have said in a forceful defence of the sector.

The heads used their annual report yesterday to assert the financial benefits of fee-charging schools and the good they are doing for society.

The schools save the taxpayer more than £20 billion a year by educating pupils who would otherwise need state places and by providing employment, community facilities and tax contributions, an analysis for the Independent Schools Council (ISC) has found.

Private schools have come under pressure from both main parties, with questions raised over their social contribution and whether they should continue to enjoy charitable status.

Labour has vowed to add VAT to private school fees to pay for free school meals for state primary pupils. Theresa May also threatened to change their charitable status in the last Tory manifesto, although this idea has since been abandoned.

Oxford Economics found that private schools saved the taxpayer £35 billion last year because children were not taking up state school places. In addition they and their suppliers paid £4.1 billion in tax. Their gross domestic product, the value of the work they supported across the economy through their spending, was £137 billion. They also supported

302,000 jobs, more than the city of Liverpool, the analysis claimed.

However, the report also revealed that fees were up by 3.7 per cent compared with last year, the biggest rise in five years. Experts said that private schools were losing middle-class goodwill and should substantially cut fees.

Families using private schools pay an average £14,289 a child, and boarding fees in London have reached £40,000 on average. Fees should be cut by 30 per cent over the next ten years, according to Ralph Lucas, editor-in-chief of The Good Schools Guide. This would cancel out the impact of putting VAT on school fees, which Labour proposes.

"Many traditional backers of private education find themselves being priced out of the market and as a result struggle to raise a spirited defence of schools from which they and their middle-class supporters no longer benefit," he said.

The ISC said that families received more than £1 billion of help with fees. Of the £864 million provided by schools themselves, only £422 million went on means-tested bursaries and scholarships, although this was £24 million more than in 2017.

Barnaby Lenon, chairman of the ISC, said: "It is hugely encouraging to see an increase once again in means-tested bursary provision for lower-income families. We have seen schools embark upon ambitious fundraising campaigns to support this important work."

Critics said that change was too

Continued on page 6, col 1



Fitting tribute The Duchess of Cambridge wore a remembrance poppy to mark Anzac Day at Westminster Abbey yesterday. She was joined at the service by the Duke of Sussex while her husband paid his respects in New Zealand. Page 11

Sleep well — things really will be better by morning

Tom Whipple Science Editor

Sleeping on a problem really does make it better, especially when that problem is your rendition of Total Eclipse of the Heart during a karaoke session.

Scientists have found that a good night's sleep helps us to rationalise embarrassing experiences. However, for people who suffer from insomnia, there is no such effect, creating a vicious circle that may reinforce sleeplessness. "Insomnia is not only a disorder of sleep, but also of feeling tense all day," Eus van Someren, from the Netherlands Institute for Neuroscience, said. "We reasoned: what if this is where it starts, not in a failing sleep regulation, but in a failure to get rid of tension?"

The research, in the journal *Brain and Sleep*, investigated this using sophisticated brain scanners and karaoke. To track how people recovered from shame, the scientists recruited volunteers, half normal sleepers and half with insomnia, and asked them to put on headphones and sing along with a song. Because they could not hear themselves, this almost guaranteed they would be out of tune. Then they played them back the sound of their singing, and watched them cringe.

In the first experiment, involving 64 people, they asked them to fill out a survey that assessed their shame, then repeated the playback and the survey after they had slept. People who had slept well felt better about their singing, while those with insomnia did not.

In the second experiment, involving 57 people, they scanned each subject's brains when listening to their solo, and when asking them to recall something shameful they did in the past. Although sleepers and non-sleepers had similar brain activity when recalling the singing, when recalling a past shame, those who slept well responded differently, implying that the effect had softened.

Professor Van Someren argued this also gave a clue as to the cause of insomnia itself. "It is easy to imagine that one cannot get rid of the emotions of today [but] takes them to tomorrow, meaning tension increases all the time."

Week	TASK	ANSWERS	Mark (1-3)
1	What is the name of the		

	media conglomerate (big company) that owns the Times and name at least two other media brands that it owns. What is the name of the founder and CEO of this giant media company?		
2	Write a sentence using each one of the 10 Key Vocabulary words below 1. BROADSHEET 2. HARD NEWS 3. NEWS CORP 4. CONSERVATIVE GOVERNMENT 5. DEMOGRAPHIC(ABC 1) 6. ONLINE 7. NEWS VALUES 8. I P S O 9. PRESS INTRUSION 10. MASTHEAD		

CSP 11:

REVEAL



Week	TASK	ANSWERS	Mark (1-3)
1	Research the name of		

	another rival gossip magazine published in the UK. What brand does Kelly Brook currently advertise?		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. GOSSIP 2. CELEBRITIES 3. BRIGHT COLOURS 4. HEARST 5. USES & GRATIFICATIONS 6. CHEAP PRICE 7. HERO 8. PRINCESS 9. PRIZE 10. ENIGMA CODES		

CSP 12:

TATLER

Product:

Print (Magazines) – Front cover of *Tatler* April 2017



Week	TASK	ANSWERS	Mark (1-3)
1	Research the name of		

	another posh designer brand that advertises in Tatler magazine. Which designer brand used Brooklyn Beckham has a photographer for a photo shoot?		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. CONDE NAST 2. DEMOGRAPHIC (ABC 1) 3. ELITE 4. MILLENIAL SLOANE 5. RULE OF THIRDS 6. NARRATIVE STRUCTURE (TODOROV) 7. DONOR (PROPP) 8. QUEST 9. PRINCESS 10. ASPIRATIONAL		

CSP 13:

MARVEL- DR STRANGE

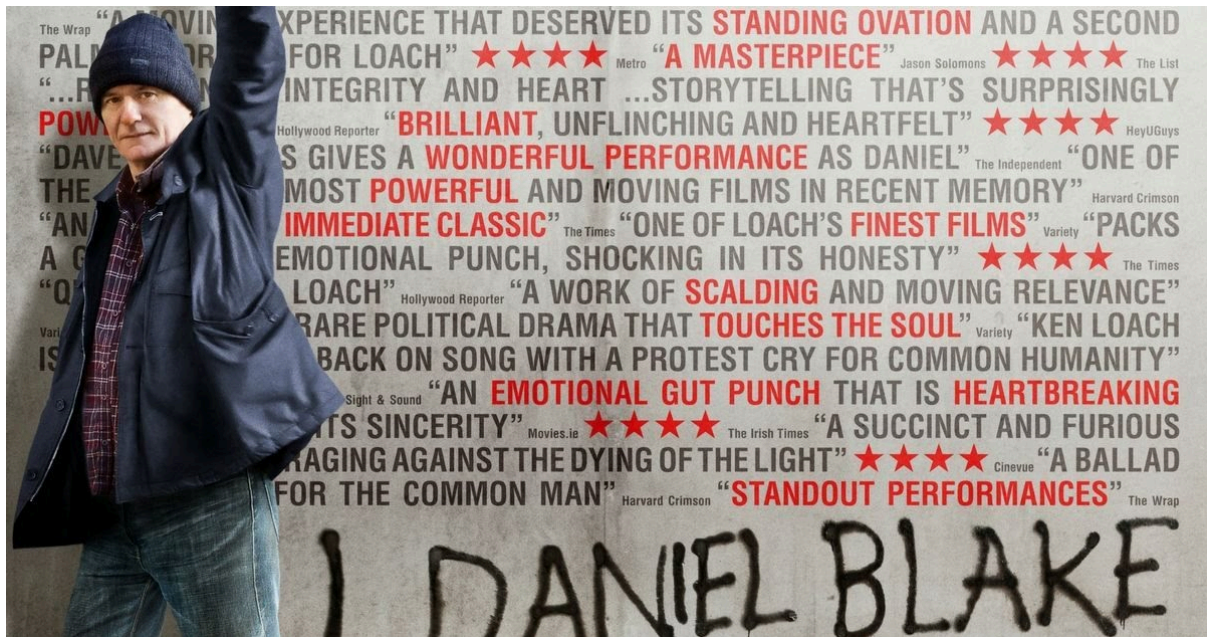


Week	TASK	ANSWERS	Mark (1-3)
1	What is the name of the character who mentors Doctor Strange in the film?		

	Which other Marvel film does this character also appear in?		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. Blockbuster(Franchise) 2. Big Budget 3. CGI 4. Benedict Cumberbatch 5. Marvel Studios (MCU) & Disney 6. BBFC (12A) 7. Advertising 8. Product Placement 9. Social Media 10. Intertextuality (Thor & Avengers)		

CSP 14:

I DANIEL BLAKE



Week	TASK	ANSWERS	Mark (1-3)
1	Give 2 examples of guerilla marketing used to promote		

	the film. Where was the premiere for the film held?		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. Low Budget 2. Social Message 3. Benefits System 4. Social Media 5. Daily Mirror 6. Jeremy Corbyn 7. Prime Minister 8. Free Screenings 9. Newcastle Premiere 10. Awards		

CSP 15:

DR WHO



Week	TASK	ANSWERS	Mark (1-3)
1	Find out the names of at least three other actors who have played Doctor Who.		

	Find out the character name and real names of at least 3 female Doctor Who assistants.		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. 1963 (Coal Hill School) 2. BBC 3. Science Fiction 4. Hopes 5. Fears 6. Susan (uneearthly teenager) 7. Low Budget 8. Shaky Cameras (Poor Sound) 9. Slow Paced (recorded live) 10. Longest Running (Sci Fi TV Show)		

CSP 16: CLASS

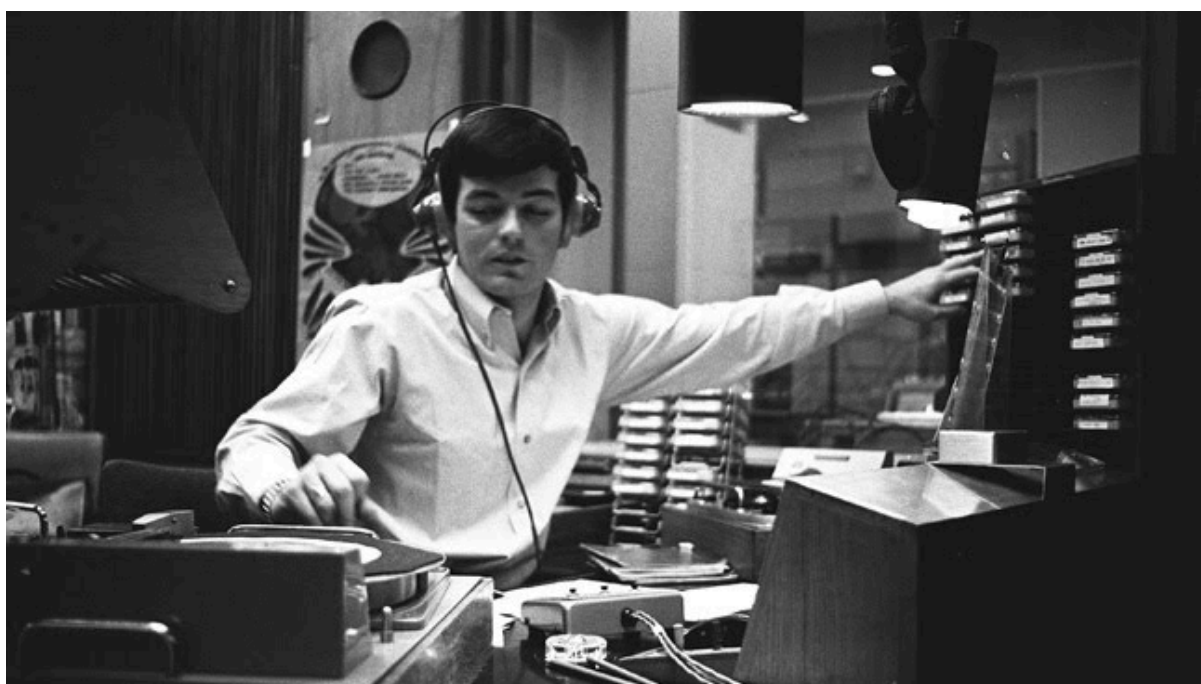


Week	TASK	ANSWERS	Mark (1-3)
1	Find out the name of the actor who plays the character Ram. Which actor plays Doctor Who in the first episode of Class?		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. BBC3 Online 2. Hybrid Genre 3. Doctor Who 4. April (& Ram) 5. Multicultural 6. CGI 7. Fast Paced 8. Hopes 9. Fears 10. Shadow Kin MODEL		

CSP 17:

RADIO ONE

BBC
RADIO



Week	TASK	ANSWERS	Mark (1-3)
------	------	---------	---------------

1	Research which national morning radio show has the most listeners today in the UK today? What is your parents favourite radio show or DJ?		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. Radio 2. Record players 3. Pirate Radio 4. Tony Blackburn 5. Radio Caroline 6. British Government 7. Radio 1 8. Needle Time 9. Top of the Pops 10. Mobile Phones/Internet		

CSP 18:

APPLE BEATS ONE RADIO



Week	TASK	ANSWERS	Mark (1-3)
------	------	---------	---------------

1	Which music service do you use to listen or download or stream music? Explain why you like it. What device do you use to listen and or download music?		
2	Write a sentence using each one of the 10 Key Vocabulary words below: 1. Julia Adenunga (DJ's not playlists) 2. Streaming (Spotify, Deezer, GooglePlay) 3. Twenty Four/Seven 4. Apple Music 5. iTunes 6. Interactive 7. Playlists 8. Social Media 9. Mobile Phones 10. DJ's (not a playlist)		