



Information for Students, Parents/Carers at Bexleyheath Academy

Year 11 Media Studies | Term 2 Homework Overview

Previously in Media Studies, students have explored the theoretical framework of Media Studies and a large majority of the Close Study Products for the exams.

This term, students are going to revise the theoretical framework covered in class with respect to Online, Social & Participatory media to reinforce the knowledge and understanding in the subject of representation, audiences and media language. They considered why the media chooses to represent certain aspects of society in the way that they do in relation to the media platform, their target audiences and the way that they are positioned to take a preferred reading. These activities will provide students with an opportunity to revisit all these key concepts, theories and studies and also inform their practical productions.

Week	Exploration Question(s)	Activities
1	How to be a successful YouTuber?	3.1.1 Zoella
2	How has Zoella gained such a huge following?	3.1.2 Genres & Narrative
3	How does Zoella portray herself in her posts?	3.1.3 Growth
4	How has Zoella become a millionaire?	3.1.4 Audience
5	How does Lara Croft Go sit within the ever growing gaming industry?	3.1.5 Criticisms
6	How do the wider contexts in the online and video game markets impact society?	3.1.6 Influence
7	How can we draw similarities and differences between the three protagonists (Lara Croft, Kim Kardashian and Lara Croft)?	3.1.7 End of Topic Test - Online & Social Media