

# MEDIA STUDIES – PRE-INDUCTION ACTIVITY

Welcome to Media Studies. We hope you enjoyed the activities on New Student Day.

## MAKING MEDIA: CREATE A PODCAST, VIDEO OR ARTICLE



Following on from the activities you have completed, this summer task will allow you to research and **make a simple and short media product** on an aspect of media you are passionate to talk about, whether that's relating film, television, radio, newspapers, newspapers, magazines, advertising and or social media.

The task is simple, produce one of the following media products on an aspect of media that you love or are passionate about. This could be on just about anything as media covers a wide range of genres, issues, topics and formats:

- **PRINT:** Write and design an approximately 500-word journalistic article, which includes images and follows the format of a piece of print or web-based media.
- **VIDEO:** Create a short video of 2-3 minutes in the style of a YouTube channel or video essay.
- **PODCAST:** Create a 3–4 minute podcast that follows the expected codes and conventions of similar products.

**Please note that high-end production skills are not required at this stage, so just have fun and enjoy making your media product.**

### TOP TIPS:

Before creating your article, podcast or video, research and plan what you are going to say or do and think about some or all of the following:

- How **research** will inform the **messages and values** you want to communicate.
- Think about **technical elements** – e.g. camerawork, editing, visual elements, sound and performance (for video) and layout, type and image (for print). How will they make meaning explicitly and implicitly?
- How will you use **language and tone** be used to engage your audience? (e.g. Formal or informal? Comedic or serious?)
- How will you **grab your audience's attention** at the start and throughout?
- How will the **layout/structure and use of visual elements** contribute to this?

If you have any questions, please just contact me and I will happily help to guide you, and please send your completed media product to [chepworth@bolton-sfc.ac.uk](mailto:chepworth@bolton-sfc.ac.uk) so you can share your passion for media with your peers when we meet in September.