

Media Studies

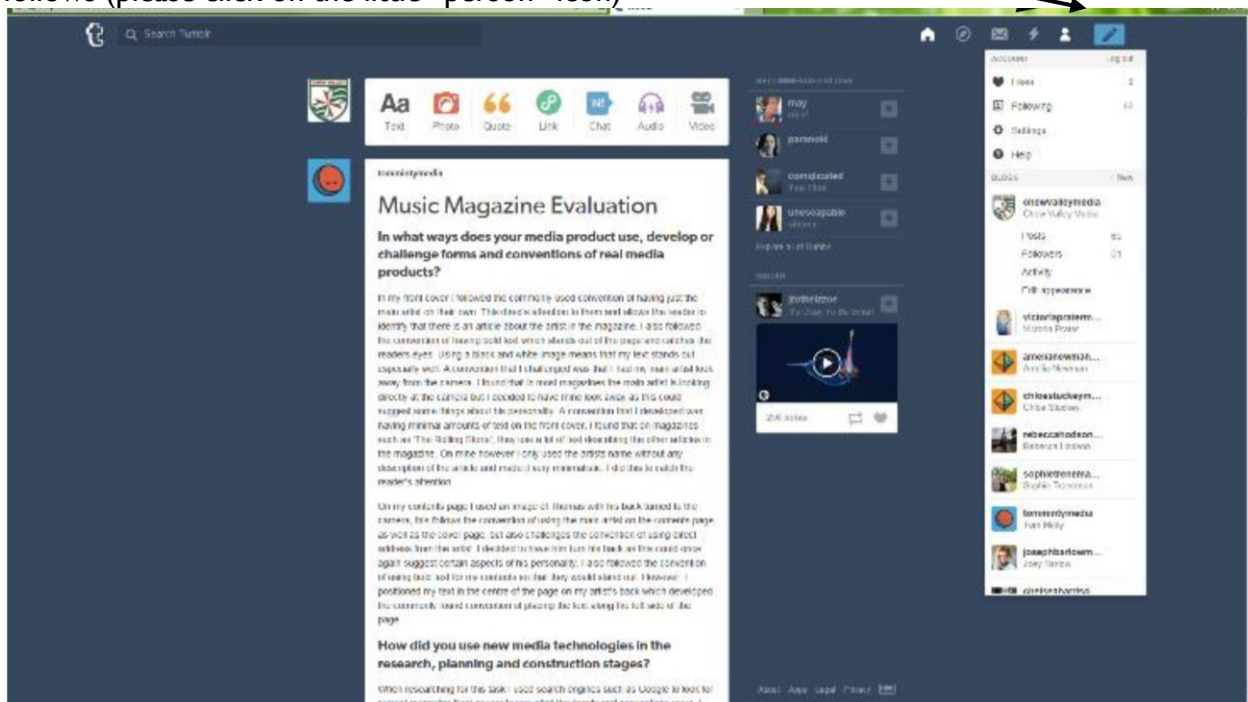
Introduction to A-Level Media and Blogging

WELCOME to Media Studies A Level. You have made an excellent choice! As you are no doubt aware, a large part of your time in Media will be taken up with tasks and activities surrounding your coursework. This is assessed via a blog. The blog should contain all your research, planning, drafts, analysis, audience feedback and completed productions for each element of the coursework.

Setting up your blog

You automatically have a blog set up for you using the **Tumblr** blogging platform. Access to your blog is initially through a central Chew Valley Media hub. Follow the instructions below:

1. Go to www.tumblr.com and click “log in”.
2. Sign in using the email address esanderson@chewvalleyschool.co.uk and the password “mediastudies”.
3. This sign in will take you to the dashboard for the central hub, which is a blog maintained by me at the address <http://chewvalleymedia.tumblr.com/>.
4. Across the top of the dashboard you will see options to navigate to your own blog's dashboard as follows (please click on the little “person” icon)

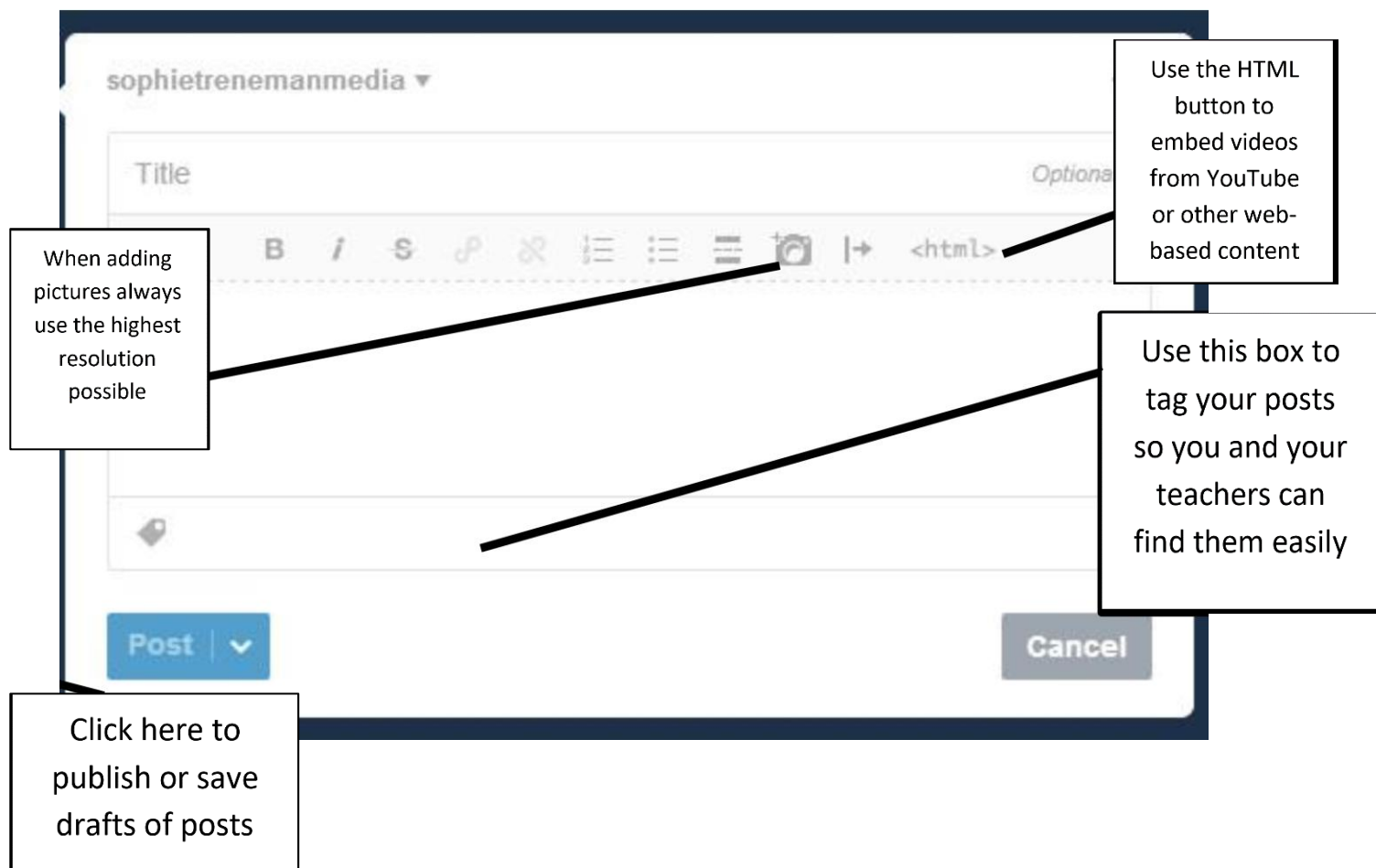


Your blogs have been set up with addresses consisting of your name followed by the word “media” – for example <http://sophietrenemanmedia.tumblr.com/>

5. Clicking on your name will take you to the dashboard where you can post text, photos, links, and videos to your blog. You can also customize the theme and appearance of your blog, but remember to choose a theme which displays all types of post clearly and completely.

Posting to your blog

Clicking on one of the posting options across the top of your dashboard will allow you to compose a new post.



Before the start of the course in September

1. Log in to your tumblr account (see above).
2. Customise the theme of your blog. Try to customise it so that it represents your interests and personality. Remember, media is a creative subject with an eye on design and originality! Make your blog stand out, but make sure it is clean, clear and easy to read.
3. Post the following:
 - An introductory text post that explains:
 - who you are and why you have chosen to study the media
 - how you'd like to use the subject in the future
 - what your media interests are (favourite films, adverts, TV programmes etc)
 - A music video you like, embedded from YouTube or similar, with a brief analysis of why you like it
 - A film trailer you like, embedded from YouTube or similar, with a brief analysis of why you like it
 - An advert (still or moving image) that you like, posted as an image or video clip, with a brief analysis of why you like it
 - A link to a media website that you like (see below for examples) with a brief analysis of why you like it

<http://www.theguardian.com/uk> (especially <http://www.theguardian.com/uk/media>),
www.bbc.co.uk/news, www.nme.com, www.louderthanwar.com,
www.thelineofbestfit.com/, www.pitchfork.com, www.gamesradar.com/totalfilm,
www.empireonline.com