

A-Level Media Studies 2025

TRANSITION BOOKLET

There are 4 key areas we study in media:

Representation

Audience

Industry

Language

This booklet aims to introduce you to all 4 areas and give you a taste of the activities you could do for each area.

If you need help with the transition work or want to discuss anything about the course, please email Miss Smith on staffcls@westcoventryacademy.org

Task 1- Analysis

Annotate the film poster below with comments on:

- Genre
- Gender- who has more power and how do you know?
- Narrative- what happens in the storyline and how do you know?



Task 2- Audience

In the 1950's, the world was a patriarchal society. Men went to work and women generally stayed at home, raising the children and keeping the house. Advertising in the 1950's was predominantly run by males, therefore the adverts reflected the male viewpoints.

Look at the advert below. Explain how the advert reflects the viewpoints of the time.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

How would different audiences respond to this advert? Would they like it or dislike it? Explain your answers.

1950's males

1950's females

Modern Audiences

Task 3: Industry Opinion

A major issue in the advertising industry is the non disclosure of adverts by influencers online. This means they are not being honest when something is an advert and when they are making money from a product.

Read the article below:

20% of advertising complaints concern social media influencers

/ 18th July 2024 /

George Morahan

A fifth (20%) of all complaints to the [Advertising Standards Authority \(ASA\)](#) last year concerned social media influencers.

The ASA's annual report shows the body received 1,402 complaints concerning 1,134 advertisements in 2023, an increase of 18% from the previous year (1,189).

A total of 59 adverts were found in breach of the ASA's Code of Standards for Advertising and Marketing Communications, and more than two-thirds (68%) of complaints concerned ads that were 'misleading', while 8% were believed to be 'offensive'.

A total of 279 complaints concerned adverts from social media influences, and a third (95 or 34%) of them were received after the launch of the ASA and CCPC's Joint Guidance on Influencer Marketing in October.

The overall number of complaints received regarding influencer marketing in 2023 represents an increase from 7% in 2022 (88) and 5% in 2021 (77).

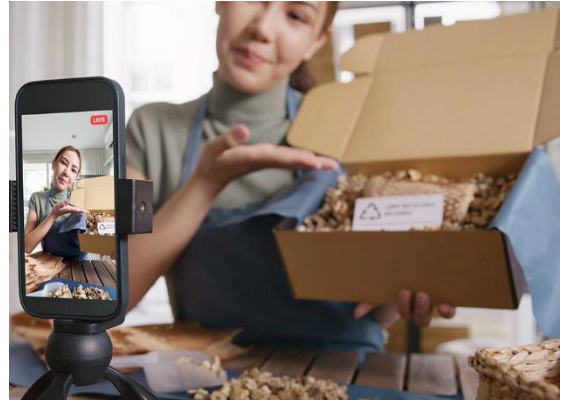
The ASA introduced an anonymous social media influencer content complaints reporting form along with a reach-out programme to engage with influencers where multiple ad content notifications were received by the organisation.

From the introduction of the report form on 17 November, 903 notifications were received about content by some 300 social media influencers to year end.

"Ongoing promotion of the guidelines will continue into 2024 to educate influencers and brands on the correct disclosure of commercial content on social media, fostering trust in advertising for all and safeguarding consumers from advertising that is harmful, misleading or offensive," said **Orla Twomey**, CEO of the ASA.

"Going forward, we will also be streamlining our complaints management operations to enable us to distribute our resources across all areas of our service proposition so that our contribution to maintaining high advertising standards can be maintained."

'Missing label/hashtag' (590), 'Label/hashtag not visible or not at the start of content' (171) and 'Incorrect label/hashtag' (142) were the top reasons given when reporting influencers.



The sector that attracted the second greatest number of complaints was 'Health and beauty' (221), followed by 'Leisure' (153) and 'Household' (111).

In terms of complaints by media, digital media gave rise to the highest number of complaints, representing over half (60%) of all complaints, while broadcasting media (TV and radio combined) totalled 26%, and outdoor media amounted to 4%.

"The shift from traditional to online advertising has heightened the responsibility of brands and platforms to ensure that commercial content adheres to the high standards of the Code," said **Miriam Hughes**, chair of the ASA.

"The challenges currently being faced in the advertising industry highlight the importance of robust guidance and advertising co-regulation for widespread benefit.

Influencers were the subject of 20% of complaints to the ASA last year. (Pic: Andres Poveda)



"The establishment of **Coimisiún na Meán** and the Gambling Regulatory Authority of Ireland during 2023 were welcome additions to an already complex advertising landscape, and has further strengthened regulatory infrastructure across the wider industry."

(Pic: Getty Images)

Answer the question:

Social Media and Influencers have made it harder to regulate adverts. To what extent do you agree or disagree?

In your answer, you must clearly show your opinion. You can use the ASA website to help you [Home - ASA | CAP](#) as this will provide you with information about the rules around influencer marketing, with some examples of influencers who break the rules.

