

# Year 12 Transition

Welcome to Nailsea Sixth Form



KS5 Subject: **Media**

## Objectives for Transition Tasks:

- To start to develop expected 6<sup>th</sup> form study skills, including independence
- To culture an interest and passion for your chosen subject through enquiry
- To learn core concepts of the subject to use in your studies

## Watch:

The Media Show: The Unstoppable Rise of TikTok:

[BBC iPlayer - The Media Show - The Unstoppable Rise of TikTok](#)

Netflix: The Social Dilemma (Trailer here:

[The Social Dilemma | Official Trailer | Netflix - YouTube](#))

TikTok Queen at 16:

[BBC iPlayer - TikTok Queen at 16](#)

Bad Influencer:

[BBC iPlayer - Bad Influencer: The Great Insta Con](#)

George Gerbner's Cultivation Theory:

[Media Studies - Gerbner's Cultivation Theory - Simple Guide For Students & Teachers - YouTube](#)



## Read:

ASA tightens up controls over influencers who break the rules:

[ASA escalates sanctions against influencers who repeatedly break the rules - ASA | CAP](#)

The ASA rules for influencers using ads on social media:

[Influencers' guide to making clear that ads are ads - ASA | CAP](#)

The Guardian article on social media influencers not correctly identifying ads:

[Social media stars under fire for flouting rules on advertising | Social media | The Guardian](#)

BBC article on Em Sheldon:

[Social media influencers face relentless abuse, MPs are told - BBC News](#)

## Independent Task (to be submitted):

**“Social media is dangerous and needs to be strongly regulated.” How far do you agree with this statement?**

Use the watching and reading tasks to help you decide on your argument for the above statement. You can either agree or disagree, or give a balanced argument with both views. Remember to include examples of real-life influencers. Aim for 500 words.

Consider the following questions in your essay:

- What is an influencer? Why are influencers on the rise?
- What rules and regulations already exist for influencers?
- How might influencers negatively impact on their audience?
- How might influencers positively impact on their audience?
- Do you think the rules for influencers need to be stricter? Why?

**Challenge:** Can you include Gerbner's Cultivation Theory into your response?



Department for Culture and Media's report on the rise of influencers:

[Influencers: lights, camera, inaction? \(shorthandstories.com\)](https://www.shorthandstories.com/influencers-lights-camera-inaction/)



## Aim Higher Task:

**Has the concept of audience been altered because of the rise of the internet and social media?**

**Watch:**

[Media Studies - Clay Shirky's End Of Audience Theory - Simple Guide For Students & Teachers - YouTube](#)

**Read:**

[Clay Shirky - Here Comes Everybody - Chapter 3.pdf - Google Drive](#)

**Debate:**

'Audiences no longer exist.'



**DEADLINE FOR TRANSITION TASK: Please bring to your first lesson in September.**