Task 1: Television

Choose one television series

THE CROWN
BODYGUARD
POLDARK
DOCTOR WHO
KILLING EYE
SEX EDUCATION
SHERLOCK
PEAKY BLINDERS
Genre

a) What is the basic plot of the series?
b) What is the genre of the series? Does it have a sub-genre (a more specific genre)? Or is it a hybrid genre (two genres combined)?
c) Does the series subvert (change) any of the usual elements of the genre? If so, how? If not, why?
Representations

a) How many of the main characters are men? How many are women?

b) How many of the main characters are white/Caucasian? How many are minorities?

c) Are all of the main characters British? If not, what other nationalities are featured?

d) Are all of the main characters Christian and heterosexual (straight)? If not what other religions and sexualities are featured?
Production

a) What channel(s) does it air on? What platforms (other than television) can it be watched on?
b) How many series does it have? When did each series air? How many episodes per series?
c) Who wrote the series? Which production company/companies produced it?
d) When does it air? (day, time)
e) What is the age rating? Why was it given this age rating? (refer to the BBFC website for detailed information)
Marketing

a) Find one **poster** for the series. Which characters are shown? What tagline is used? What are the primary colours? Does it reveal any information on the genre/story of the series?

b) Find one **trailer** for the series. What events are shown? Is it in chronological order (past-present-future) or non-chronological order? Why?

c) Does it have any **social media accounts**? Screenshot 1 post from Instagram, Twitter, and Facebook and explain how it may attract the viewers.

d) Does it have a **website**? What information can be found on it? Does it have any interactive elements (allowing the users to engage with the content)?

e) Does it have any **apps/official merchandise**? What is unique about them?
Target Audience

Based on your research, who is the show mostly aimed at?

- Gender
- Age
- Profession
- Nationality
- Sexuality
- Ethnicity
- Socio-Economic Rating (A, B, C1, C2, D, E)
- Psychographics
Task 2: Magazines

Choose two magazines

ELLE or PRIDE or VOGUE

AND

Esquire or Men's Health or GQ
Front Covers

For each of your chosen magazines, pick one front cover from here, and answer:

a) What topics are featured on each front cover? Are they aimed at a specific gender?

b) What language techniques are used on each front cover? For what effect?

c) What specific words on each front cover are stereotypically masculine or feminine?

d) What are the primary colours on each front cover? What do they connote?

e) Who is the model on each front cover? What are they wearing? How are they posing? What does the coverline (lines of text about them) connote about them?
Each magazine has a media press kit, which provides information for companies who are interested in advertising. Read over the press kits (found [here](#)) of both of your chosen magazines, and answer:

a) Which **company** owns the magazine? What other magazines do they own?

b) What is their **circulation**? What is their **readership** numbers?

c) Do they have a **website**? What content is available on their website?

d) Does the website feature **adverts**? If yes, which companies? How do they relate to the magazine and their audience?

e) Do they have **social media** accounts? Screenshot 1 post from Instagram, Twitter, and Facebook and explain how it may attract the readers.

f) Based on the media kit, who is the magazine’s **target audience**? How does the magazine appeal to them specifically?
Task 3: YouTubers

Choose your favourite one!
(In all honesty, I don’t know too many...)
YouTuber Research

a) What is the name of their channel/channels? What content do they usually provide? How many subscribers do they have?

b) Screenshot their channel’s logo – how does the logo relate to the YouTuber, their content, and their audience?

c) Do they collaborate with other YouTubers? Which ones, and why them?

d) Do they have any sponsors? Do they advertise on their channel? Which companies, and how do these companies appeal to their viewers?

e) Have they been involved in any controversies? If yes, which ones?

f) Who is their target audience? Include gender, age, ethnicity, and interests

g) Are they independent, or are they owned by a company?

h) Do they have a website? What additional content do they feature on it?

i) Do they sell any merchandise? If so, provide 3 examples.