

Subject: MEDIA

Course: OCR Cambridge Technical in Digital Media

Lead teacher: C. Rolfe - crolfe@oswba.co.uk

Something to Read:

- <https://www.theguardian.com/education/article/2024/jun/11/media-studios-popular-dynamic-profound-impact-report>
- <https://www.theguardian.com/technology/2025/jun/09/ai-advertising-industry-google-facebook-meta-ads>

Something to Watch/Listen:

- [Video: The Business of Disney Explained](#)
 - [Video: How to read mise en scène | Visual film analysis explained](#)
 - [Podcast: The Media Show Podcast \(BBC\) Future proofing the media](#)
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Something to Write:

1. Using the 'How to read *mise en scene*' video above.
Choose a film clip *or* a film poster of your choice. Write an analysis of the product considering the elements of mise en scene. How does the film clip/ poster communicate meaning for the audience?
2. Research and explain the difference between a Conglomerate and a Public service broadcaster. Using the '*Business of Disney*' video above to help you – how does Disney operate as a conglomerate?

Also...

Access as many media products as you can!

Watch TV shows/ films from a variety of genres, read an online newspaper or magazine, listen to a podcast on any topic you find interesting.