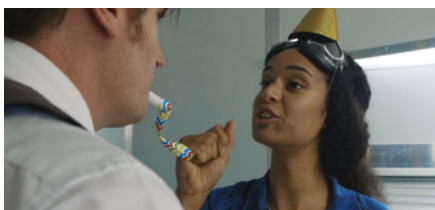




English

Stills from our new series



Bertram Poppingstock: Problem Solver

A child genius turned mobile librarian.

His mission: to stop a media mogul from destroying the world with her evil media empire.

This is Bertram Poppingstock: Problem Solver.

Bias in the Media

Do you find yourself getting all hot under the collar because of media bias? Well, Bertram Poppingstock knows exactly how you feel. Watch as he wages a one man war against biased reporting in print and electronic media, explaining to us mere mortals the ins and outs of persuasive media spin. Topics covered include rhetorical techniques and the use of evidence to manipulate a target audience.



Key Stage 3

Additional Resources

- Comprehension Questions
- Create an Opinion Piece
- Identifying Persuasive Features

- Suggested Responses
- Transcript

2016 | 16 min | CC | AR

Stereotypes in the Media

Tired of lame media clichés? Well, so are we, along with our auspicious pal, Bertram Poppingstock. Come along with us on our mission to weed out and stifle stereotypes in the media. We trace the origins of media stereotypes from false assumptions, traditions and prejudice. We look at how they are represented in popular media and how we should respond to them.

Key Stage 3

Additional Resources

- Comprehension Questions
- TV Character Stereotypes
- Create a Social Media Appeal



2016 | 15 min | CC | AR

- Suggested Responses
- Transcript

Structural Elements of Media Texts

Bertram Poppingstock is as determined as ever to save the world from his latest arch rival – an evil media mogul manipulating the news to serve her own diabolical agenda. Want to become a savvy consumer of popular media? From sensationalised hard news to human interest stories and gossip columns, you'll soon be an expert on techniques used to deliver news and entertainment in print and electronic media.

Key Stage 3

Additional Resources

- Comprehension Questions
- Analysing Text Features
- Soft News Layout



2016 | 15 min | CC | AR

- Suggested Responses
- Transcript

Visual Features of Media Texts

Ever wondered how to create a killer publication layout? Come and explore the visual and interactive elements of media texts with the irrepressible Bertram Poppingstock. In this episode, he launches into a mission to stop an evil media mogul from destroying the world with her hideous, sub-standard media publications. Who knew that visual print media layouts were so important?

Key Stage 3

Additional Resources

- Comprehension Questions
- Annotate a Visual Text
- Rule of Thirds



2016 | 14 min | CC | AR

- Suggested Responses
- Transcript