

Zoella: Emerging Developments

Since the initial specification was written, the online media texts, have developed and changed, as one would expect.

In fact, the specification suggests that 'these set products can be seen to demonstrate significant **emerging developments** in the media, reflecting the **ongoing impact** of technology on media language and audience interaction'.

We need to be aware of these emerging developments and the way in which media texts may change across all areas of the theoretical framework. For example, producers may amend the media language they use or the way they construct representations in order to appeal to changing media audiences. The industrial processes of production or distribution, ownership, control and regulation may also change as a result of internal or external factors.

This has been evident already in the case of Zoella. Whilst every effort has been made to update the resources in the light of this, it is crucial that teachers and students follow the developments themselves – as by the time this is written, something is likely to have changed.

In addition, it may be that your learners know more about this topic than you do! At the very least, they will be sophisticated users of online and participatory media. Included are some ideas for starter activities that ask learners to reflect on their own online experiences and identities that will serve as good introductions to the issues around Zoella and other social media celebrities.