



MEDIA STUDIES A-LEVEL

YEAR 11-12 TRANSITION WORK

Please complete all of this work on a Word Document or on Paper and bring it with you to your first Media Studies lesson in September.

TASK 1:

Watch the clip: <https://www.youtube.com/watch?v=yuKu6PZXCIY>

1. What do you think is the main message of the clip?
2. Using at least two facts from the clip why do you think Media is an important subject to study?

1. MEDIA LANGUAGE:

Media language refers to how media products communicate with an audience. This is mainly done through the use of visual language. You will find that media texts communicate meaning through the use of signs and symbols. Creators of media products encode messages and meanings within their products through media language, the audience then decode their messages and respond to them in different ways. It can include:

- Camera Angles
- Editing
- Sound
- Mise-en-scene (what is in the frame)
- Intertextuality (referring to another media product within their own work)
- Genre

TASK 2:

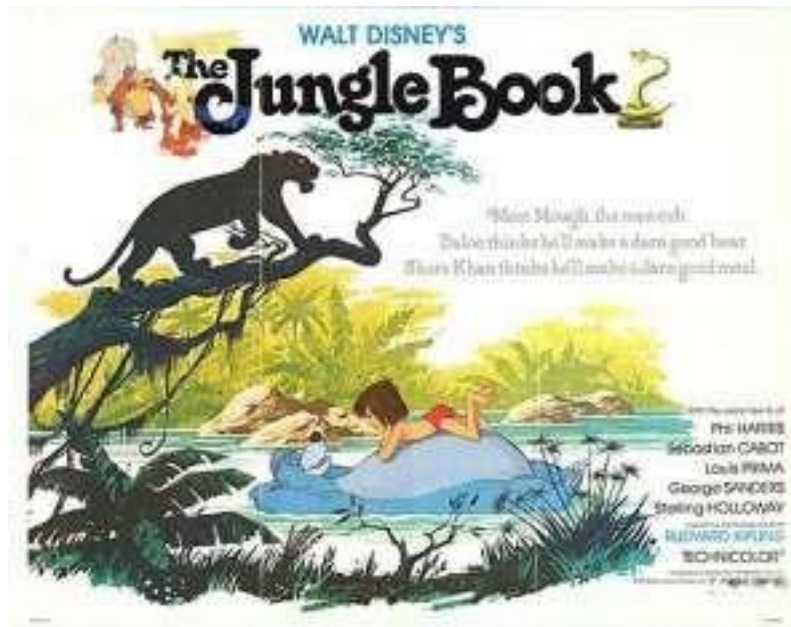


E.g: 1) He is covered in red paint and looks like he is bleeding

Look at this picture of Wayne Rooney from an advertisement for Nike. What meanings does this advert portray to a viewer? **Write at least 3 ways** that this advert could be interpreted (e.g. what is this advert showing?):

One is historic (from 1967) and the other from 2016.

Write **at least 20 bullet points**, explaining the **similarities and differences** between both posters for the films considering the **images seen, audience they are aimed at, language used and impact they have on you**.




Genre –

1. Find an image of a red top tabloid newspaper
2. Find an image of a mid-market tabloid
3. Find an image of a quality/broadsheet newspaper
4. Write a sentence on each newspaper explaining how they fit into that genre, *e.g. the quality newspaper has more articles and writing on the front cover.*

TASK 3:

Research into the following camera angles by completing the grid below and adding images and reasoning as to why the angle has been used. Take a screenshot from videos on YouTube (**ideally from a TV show or Film/Film trailer**) and insert it into the table below. Explain **when** this angle was used and **what** it says to the audience.

Camera Angle	Screenshot	What does it say to the audience?
Extreme close up		This connotes vulnerability and how upset and scared this person is. The high key lighting shows the scared expression on their face with the limited dark background suggesting they are on their own.

TASK 4:

Close up		
Medium/two shot		
Establishing shot		
Canted angle		
High angle		
Low angle		
Over The Shoulder Shot		

2. AUDIENCE

Every media product targets a specific audience. Each media product producer has a target audience in mind when creating the product. What would be the point of any media text if there was no audience to consume it? Within Media Studies 'audience' refers to how different forms of media target, reach and address audiences. We also explore how to group people into audiences and how these groups respond differently to different media texts.

TASK 4:

Look at these two magazine front covers. They are both aimed at specific target audiences.

- Explain who each magazine is targeted at.
- Give examples from the front covers to back up the reasons you are giving. *For example: Magazine A is aimed at women as there is a large image of a female on the centre of the front cover.*

Magazine A



Magazine B



3. REPRESENTATION

Representation refers to how the media portrays events, issues, individuals and social groups. This covers which different groups, individuals and/or events are presented or shown on the product. The media represents the world. Many theorists such as Stuart Hall and David Gauntlett have explored the notion that the media do not actually reflect the world, but they shape it through their representations.

TASK 5:

Watch this clip:

https://www.youtube.com/watch?time_continue=8&v=NwPdAZPnk7kQ

Answer this question - Do you think the media offer audiences a fair and non-biased view on the world? Give reasoning behind your argument.

TASK 6:

Watch this video and make notes on what representation is:

<https://www.youtube.com/watch?v=7AVAXe219RQ>

Once you have watched it, answer the following - How are teenagers represented by the media? Are stereotypes used? Give examples to back up your points – use images to back up your points as well.

4.INDUSTRY

Media industries refer to the business aspect of the media. As media students you will be exploring how different media industries produce, distribute and market their products. You will consider ownership, regulation and technological change on the industry.

Mainstream media products are often produced by big global conglomerates that have a large amount of power within the industry.

TASK 7:

Consider “Disney” as a company...watch this documentary (I apologise about the voiceover!)

https://www.youtube.com/watch?v=r_0ra-sILKU

Make notes on this information and produce a mind-map illustrating all of the companies they own across different media forms.

WIDER READING

As sixth form students it is essential that you develop your independent learning skills and carry out wider reading around your subject.

Here is a list of books and websites which will help you prepare for the theoretical aspect of the Media Studies course:

- *Media, Gender and Identity* by David Gauntlett
- *Feminism is for Everybody* by bell hooks
- *Feminist Media Studies* by Liesbet van Zoonen
- *Gender Trouble* by Judith Butler
- *After Empire* by Paul Gilroy
- *Media Regulation* by Lunt and Livingstone
- *Here Comes Everybody* by Clay Shirky
- *Cognitive Surplus: Creativity and Generosity in a Connected Age* by Clay Shirky
- *Representation: Cultural Representations and Signifying Practices* Edited by Stuart Hall
- *Power without Responsibility: Press, Broadcasting and the Internet in Britain* by James Curran
- *The Cultural Industries* by David Hesmondhalgh
- *Convergence Culture: Where Old and New Media Collide* by Henry Jenkins

WEBSITES:

- The Media Guardian: <https://www.theguardian.com/uk/media>
- EMC's Media Magazine: <https://www.englishandmedia.co.uk/media-magazine> (well worth subscribing to)
- British Film Institute: <http://www.bfi.org.uk/> □ University Guide to Media courses: <https://www.topuniversities.com/courses/communication mediastudies/guide>

YOUTUBE:

- The Media Insider https://www.youtube.com/channel/UCGXfqzVEZr0XaZLWG3_HniA
- Mrs Fisher <https://www.youtube.com/channel/UCUKrxp4BcJrGLzmqAhCjASg>
- Media Literacy Crash Course <https://www.youtube.com/watch?v=AD7N-1Mj-DU> (well worth watching these videos before the course starts)