

Ashton Park 6th Form
Year 11 into 12 Transition Tasks



Subject: Media Studies A-Level

Syllabus studied: AQA

Link to the exam board website:

<https://www.aqa.org.uk/subjects/media-studies/a-level/media-studies-7572/specification>

Welcome to Media Studies A-Level.

I hope that you're as excited as I am to get started in September. Your work in Media Studies will allow you to see the hidden meanings behind all sorts of media products. Television, films, video games, radio, newspapers, adverts, music videos - all of these media products are made for a purpose - to communicate meaning to their intended audience. Together we will study theories related to how and why these products are made and will apply them to both existing media and the media you will make for yourselves as part of our Non-Examined Assessment (NEA).

Over the course of the two years you'll spend studying Media Studies, you'll engage with a full range of products and theories about Media. You'll analyse all sorts of products and will even have the chance to make your own cross-media production!

How will I be assessed?

This is a linear course, meaning that you will sit all your exams and submit all of your non-exam assessment (NEA - coursework) at the end of the two years.

At the end of Y13, you will;

- Complete 2 x 2hr exams, each worth 35% of your A level.
- Create a media product in the non-exam assessment module. This will be worth 30% of your A level.

To ensure that you arrive September-ready after the summer break, I've put together some tasks for you to complete that will get you thinking about the subject and practising the skills that you'll need to demonstrate. Try to complete as many of these as you can over your long summer break.

TASKS SET

TASK 1:

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

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

*There are 4 main 'areas of study' for A Level Media Studies – **Representation, Audience, Language and Industry**. These along with **theories** make up the 'Media Theoretical Framework'.*

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:

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?):



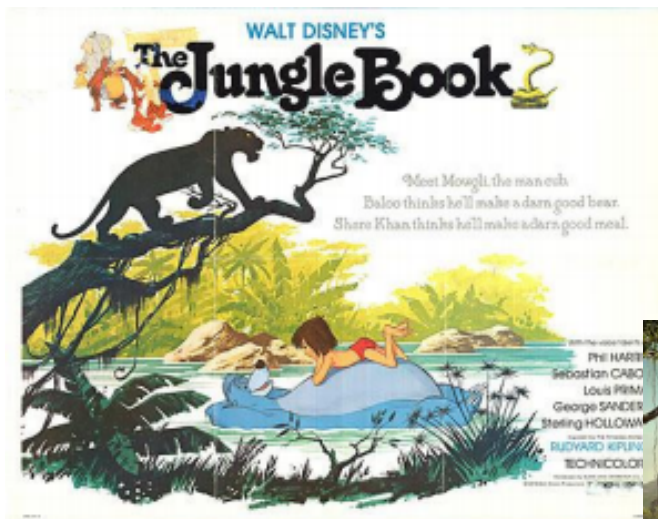
E.g: 1) He is covered in red paint and looks like he is bleeding

TASK 3:

Look at the two posters below, both advertising 'The Jungle Book' film.

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 had on you.



1967 Film



2016 Film

TASK 4:


Genre – YOU MAY NEED TO COMPLETE RESEARCH BEFORE YOU ANSWER!

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 for each newspaper explaining how they fit into that genre, e.g. *the quality newspaper has more articles and writing on the front cover*

TASK 5:

Research and write a commentary on camera angles.

To start, 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
Close up		
Medium/two shot		
Establishing shot		

Dutch angle/Canted angle		
High angle		
Low angle		
Over The Shoulder Shot		

MEDIA AUDIENCES

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 specific groups of people. We also explore how to group people into audiences and how these groups respond differently to different media texts

TASK 6

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, *The Vogue cover is aimed at women as there is a large image of a female on the centre of the front cover*



Task 7

You should find one print advert that represents women in a positive way and one print advert that represents them in a negative way.

For example *This advert represents women in a positive way:*



For each of the adverts you should explain the following:

1. What is the target audience for the text? How do you know this?
2. What assumptions about the audience and their values/beliefs are implied within the text?
3. How might different audiences respond to this text in different ways?

MEDIA 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 re-presents 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 8:

Watch this short film from the YouTube channel 'The School of Life'.

<https://www.youtube.com/watch?v=NwPdAZPnk7k&t=8s>

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 9:

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.

MEDIA INDUSTRIES

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 in the industry.

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

TASK 10:

Disney is an incredibly influential industry figure. Watch this documentary;

https://www.youtube.com/watch?v=r_ora-slLKU

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

To discover more about the subject at a higher level:

- *Subscribe to Media Magazine:*

https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.englishandmedia.co.uk%2fmedia-magazine&c=E.1.2m2uWM9SjkFah9gBF1fVjCV_iNy7wfoTyIUPgoHRpoMgW03mgS_YzLpIKaU8_OvsboQM2gYJvRlOYiRZQfXXN3x1Ydn8r1lj6DhSROVBsDg.&typo=1

- *Watch some analysis of our Close Study Products here;*

<https://www.youtube.com/channel/UCUKrxp4BcJrGLzmqAhCjASg>