

A LEVEL MEDIA STUDIES

2 Years: 2 Exam papers and NEA

EDUQAS

**Paper 1: Set CSPs
Semiotics & Representation;
Industry & Audience**

**Paper 2: Set CSPs
All frameworks: Context, Audience,
Industry & Representation**

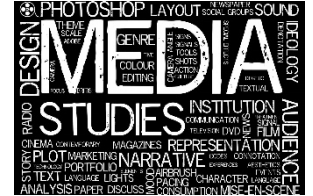
**NEA:
Selection of Briefs to choose
from**

An Introduction to Media Studies

Put simply, Media Studies is the study of the world of the Media, from analysing camera shots in a TV or music video sequence, to evaluating how media moguls -like News Corporation- are owned and regulated. Our course involves the analytical study of advertising, newspapers, music videos, video games and television dramas.

We also have a coursework element and so we are looking for a practical and creative person who can apply the knowledge they've learnt in lessons.

To prepare you for the kind of learning and topics we cover in Year 12 and Year 13, we would like you to showcase your studying habits – your organisation, your research skills, and your ability to know and understand details.



Therefore, please complete all sections of Task 1, then for Task 2, choose between Option A or Option B. All work should be completed on file paper, with your name on, this front cover attached, and handed in to your tutor on the first day of term. If you'd like to do both Options, by all means, do so!

Task 1

a) Key Word Glossary: Find the *media studies* meaning of the following key terms:

denotation	connotation	mise-en-scene	representation
anchorage	convergence	iconography	regulation

b) Part of the course is to create a piece of media.

In your course work you will be asked to design a product that clearly represents a group (e.g. ethnicity or gender) in an insightful and complex way. Choose one of tasks below and be ready to share it in your first lesson back.

1. Create a lifestyle magazine front cover- take your own image and write your own cover lines- that represents a group in a specific way. You could use word or publisher. But if you have Photoshop, you can use this too.
2. Write the script for a radio show in which you interview the director and a cast member about an upcoming film (that you have made up) in which representation of a group is complex (like Black Panther). You could even record this using various different apps available on your smartphone.
3. Choose a song that does not currently have a music video, create a 15-frame storyboard using your own photographic images to go with the song. Represent a group in a complex way.
4. Create a 15-frame storyboard for a 3-minute segment of a crime drama. You will need to consider camera shot, setting and sound, as well as how you represent the protagonist, the villain, and the victim.

c) Watch the advert Sephora: Black Beauty is Beauty <https://www.youtube.com/watch?v=0iOdVGzNVal>

Answer these questions:

1. Who is represented in this advert?
2. What brand values and ideology is Sephora communicating?
3. Why does the advert use split screens in some frames?
4. Who do you think the target audience is for the advert?

Ripley St Thomas Year 11 6TH Form Bridging Unit

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If you struggle to see the poster in detail, google the image

Task 2: Please choose which task you would like to complete

Option A

Write 500 words:

How is ethnicity and gender constructed in the 'Black Panther' film poster?

Success criteria:

- Aim to write 4-5 PEE paragraphs: point-evidence-explain
- Explicitly explain what you learn about ethnicity
- Refer to specific evidence from the poster (see the list below for ideas)
- Develop and explain your views by exploring the connotations and meanings from your evidence
- Make links to the context of the poster- what is it implying about ethnicity/ gender and our views towards ethnicity/gender in society today? How have these changed?

Some ideas you could explore:

- The visual codes in the poster e.g. outline of Africa, tribal dress code, use of props, colour scheme, location
- The language used in the tagline, name of the film
- The camera angles used- look up what a low angle is

Want to challenge yourself? Use the following theory by *bell hooks* to add depth to your response: *hooks* is a feminist and argues that race, sex and class determine the extent to which one is discriminated against and oppressed in and by society. Are these characters oppressed? Or does this poster challenge this theory?



Option B

Write 500 words:

How are traditional gender roles conveyed in the 'Thor' film poster?

Success criteria:

- Aim to write 4-5 PEE paragraphs: point-evidence-explain
- Explicitly explain what you learn about gender
- Refer to specific evidence from the poster (see the list below for ideas)
- Develop and explain your views by exploring the connotations and meaning from your evidence
- Make links to the context of the poster- what is it implying about traditional gender roles and our views towards gender in society today? Does it reinforce stereotypes, or does it challenge them?

Some ideas you could explore:

- The visual codes in the poster e.g. the colour palette, the costumes and props, the montage of characters in the background
- The positioning of the central characters
- The language used in the name of the film

Want to challenge yourself? Use the following theory by *Van Zoonen* to add depth: *Van Zoonen* is a feminist who argues that the media has a powerful influence on our identities and can shape ideas of gender. In a patriarchal society, women's bodies are seen as objects and different to male bodies as spectacle. Masculinity is constructed as dominant and powerful. Are these character performing traditional ideas of gender? How does this affect how we see men and women in society?



Self reflection

This is an opportunity for you to explain why you have chosen A Level Media Studies as one of your options. This will also give me an indicator about your interests, and what you are looking forward to studying.

Answer the following questions;

- Why have you chosen Media Studies? (be honest- some students pick this because it is something new- tell me what you are looking forward to doing in the lessons)
- What do you think Media Studies is about?
- How do you think Media Studies will help you in the future?