



# MEDIA STUDIES

## YEAR 11-12 TRANSITION WORK

Welcome to Media Studies at Presdales. This is an interesting and engaging course that allows you to explore the world of media including advertising and marketing, newspapers, music videos, radio, video games, television and the film industry. It will offer you opportunities to be creative and understand how technologies are developing our world. Media Studies will help develop key skills that every employer looks for – communication and creativity.

# Media Studies Transition Work:

This booklet is designed to guide you into the Media Studies A Level course and help fill in some of the gaps you may have not having studied the subject at GCSE.

Please complete all of this work on a Word Document 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?

**There are 4 main areas of study for A Level Media Studies – Media Language, Representation, Audience, 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 on you.**



## TASK 4:


**Genre** – YOU MAY NEED TO COMPLETE RESEARCH ON THIS 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 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 5:

Research and write a piece 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		
Canted angle		
High angle		
Low angle		
Over The Shoulder Shot		

## 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 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: 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



## 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?



# 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 8:

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

[https://www.youtube.com/watch?time\\_continue=8&v=NwPdAZPnk7kQ](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 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.

# 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 10:**

You will be studying Disney as a company...watch this documentary (I apologise about the voiceover!) [https://www.youtube.com/watch?v=r\\_0ra-s1LKU](https://www.youtube.com/watch?v=r_0ra-s1LKU)

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

# MEDIA PRODUCTION

The new specifications at A-Level are split between examined work and NEA (non-examined assessment) coursework. This typically accounts for one third of your final A Level grade.

In order to prepare for this section of the course you may want to look at developing your creative and production skills over the summer.

## TASK 11: Magazine Production

Design and create the front page for a new entertainment magazine aimed at a 16-25 year old audience. **You can do this on computer or hand draw it and you can use images sourced on the internet if you so wish, or take your own photographs. Use images of actual magazine front covers to help you.**

You can choose whether this would be a mainstream or independent magazine, but whichever you choose it should clearly follow the conventions of the medium within that field. You should think carefully about the following aspects:

- The NAME – what is the brand name? What are the connotations of this name? How does it appeal to the target audience? What does it suggest about the magazine?
- USP (unique selling point) – what is the USP of your magazine brand? What gap in the market does it fill? What does it offer the audience that is different to other current magazines?
- AUDIENCE – how are you going to appeal to the target audience?
- CONTENT – what issues are explored within the magazine? How are the contents organised into different sections in the contents page?
- AESTHETIC STYLE – what colour palettes and typeface have you chosen to represent the brand and appeal to the target audience? What main image have you chosen for the cover page to grab the audience's attention and communicate the genre of the magazine?



Example of a Film Magazine:

## EXTENSION WORK: CASE STUDIES

In A Level Media Studies you will have a number of media products that will become your case studies. The following tasks ask you to research into the products which will become your case studies...

### TASK 12:

Complete research into the following television shows by answering the questions below.

#### “Stranger Things” and “Deutschland ’83”



Answer the following on BOTH TV shows:

1. What is the TV show about?
2. What is the rough storyline of the first episode?
3. What date was it made?
4. Where can/could you watch it? channels etc.
5. Who was it produced by?
6. Find two interesting facts about each television show.

## TASK 13:

Research into the video game Minecraft.



1. What is the game about?
2. Who produced the game?
3. What platforms can you play this game on?
4. Find out three facts about Minecraft

### ADVICE FOR THE TASKS...

<http://www.mediacollege.com/video/shots/> and <http://www.mediaknowall.com> are good places to look for camera angle information .

Really consider what each camera angle/advert/poster/video game is saying to you.

Here is a list of links to TED talks that are connected to the concepts explored within Media Studies:

[https://www.ted.com/talks/alisa\\_miller\\_shares\\_the\\_news\\_about\\_the\\_news](https://www.ted.com/talks/alisa_miller_shares_the_news_about_the_news)

[https://www.ted.com/talks/johanna\\_blakley\\_social\\_media\\_and\\_the\\_end\\_of\\_gender](https://www.ted.com/talks/johanna_blakley_social_media_and_the_end_of_gender)

[https://www.ted.com/talks/david\\_puttnam\\_what\\_happens\\_when\\_the\\_media\\_s\\_priority\\_is\\_profit](https://www.ted.com/talks/david_puttnam_what_happens_when_the_media_s_priority_is_profit)

# **MEDIA THEORISTS**

During the Media Studies course you will encounter many media theorists that have studied various areas of the media. In order to give you a head start you should research as many of these theorists as possible and produce a document that outlines their key theories linked with each of the concepts below:

## **MEDIA LANGUAGE**

Semiology – Roland Barthes

Narratology – Todorov

Genre Theory – Steve Neale

Structuralism – Claude Levi-Strauss

Postmodernism – Baudrillard

## **MEDIA REPRESENTATIONS**

Theories of Representation – Stuart Hall

Theories of Identity – David Gauntlett

Feminist Theory – Van Zoonen

Feminist Theory – bell hooks

Theories of Gender Performativity – Butler

Theories Around Ethnicity, and Post-Colonial Theory – Gilroy

## **MEDIA INDUSTRIES**

Power and Media Industries – James Curran and Jean Seaton

Regulation – Livingstone and Lunt

Cultural Industries – Hesmondhalgh

## **MEDIA AUDIENCES**

Media Effects – Bandura

Cultivation Theory – George Gerbner

Reception Theory – Stuart Hall

Fandom – Henry Jenkins

'End of Audience' Theories – Clay Shirky

## 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:

- *OCR Media Studies Component 1: Media Messages* by Hodder Education
- *OCR Media Studies Component 2: Evolving Media* by Hodder Education
- *Media Theory for A Level: The Essential Revision Guide* by Mark Dixon
- *OCR Media Studies Student Revision Guide* by Hodder Education
- *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
- *There Ain't No Black In The Union Jack* 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](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)