



A Level/BTEC Subject Year 12 Transition Work: Media Studies

Why study A Level Media Studies?

Media Studies is a vast and wide-ranging subject area which will introduce you to different media including Newspapers, Film, Advertising and the Gaming Industry. It encourages theoretical considerations across all the platforms studied. You will explore the relationship between audiences and the media, who influences who, for example, and look at how this relationship has changed over time.

It will also introduce you to representation, regulation and ownership and gender theory, enabling you to question the validity of the information you receive on a daily basis, and to be aware of bias within the media. Your understanding of the theoretical framework will be consolidated by a creative cross-media project within your chosen media platform.

The study of A level Media Studies can lead to the study of Media, TV or Film at University as a practical degree, a theoretical degree or a combination of the two. This can lead to a very broad range of professions in media, film and journalism. Transferable skills include analysis, visual communication, problem solving, as well as communication, presentation and organisational skills.

A Level Media Studies at a glance

There are three components:

- **Component 1** (exam): Media Products, Industries and Audiences 2 hours 15 minutes (35% of qualification)
- **Component 2** (exam): Media Forms and Products in Depth: 2 hours 30 minutes (35% of qualification)
- **Component 3** (coursework): Cross-Media Production (30% of qualification)

Our Media Studies students use the 996 hours rule. These are the hours spent each two-week period for each subject:

- 9 hours in class
- 9 hours of homework
- 6 hours of additional research and personal development



The purpose of the transition work

You will be introduced to two key concepts in the study of Media Studies: Media Language and Representation. Firstly, you will be exploring specific language that is used in the analysis of media products. This is done through recognising various 'codes,' for example, technical codes – the use of technology such as cameras - that are used to construct the media products. Secondly, you will explore the journey of a product through production, distribution and exhibition, and the process of mediation that takes place to produce the final product. This process involves the producers of a product making choices about how they will represent the real world in their product. For example, if a washing powder is being advertised, who is the person being used in the advert and why? How will they be dressed? What values are they promoting? This process is called Representation.

During this unit we will study a comparison of historical and contemporary Advertising for the purpose of Marketing a particular product. To prepare you for some of the texts we will study in September, we are going to look at a historical advertisement and a current film poster so you can explore how representation has changed over time. You will be expected to bring your work to share, for the first lesson in September.

Contents

- Read/watch an introduction to Media Language and concepts
- Write an analysis of both a contemporary and historical media product
- Produce a media product of your own

Annotate your own product, to show awareness of your audience

Please contact Miss Munda if you have any further questions at smunda@holytrinitycrawley.org.uk

Transition tasks:

The tasks that you are about to do will begin to develop some of the attributes and practices needed for this A Level Media Studies course:

- You will put in about 8-10 hours effort overall, sampling topics covered and practise some of the skills needed. Tasks 1-4 will sample some of the key areas of the *Media Studies* course. These tasks will take typically 5-7 hours.

In Task 1:

- You will demonstrate personal development by watching a video of the emergence of human communication, and an essay on how gender roles, specifically women, have been represented in the media. You will produce a PowerPoint presentation on your findings.

In Task 2:

- You will use systems to create Media Studies folders for each of the components and to research the syllabus further on the Eduqas website.



In Task 3:

- You will show a positive attitude and commitment to the course by analysing a historical and contemporary text, focussing on the representation of women.

Finally, in Task 4:

- You will show your developing sense of vision by being able to produce and analyse a media text of your own.

Task 1:

- Watch the following video to look at the evolution of human communication:
<http://mediamachines.org/log/2018/3/6/a-media-timeline-building-machines-that-store-information-outside-the-body>
- Read the follow essay on the historical representation of women in the media:
<https://revisesociology.com/2019/09/02/media-representations-women/>

Produce a PowerPoint presentation on the information you have learnt from the above texts. Include what interested you about them? What new information have you learnt? Choose ONE point from each text to develop further in your presentation. You will present these in the first few media lessons in September.

By the end of this task you will:

- Have gained knowledge and understanding of the history of human communication
- Be able to evaluate to look at the media historically through the study of how women have been represented over time

Task 2:

Create a folder for each of your Media Studies components:

1. Media Products, Industries and Audiences
2. Media Forms and Products
3. Cross-Media Production

Read the online specification at:

<https://www.eduqas.co.uk/media/d3fbs2s3/eduqas-a-level-media-studies-spec-from-2017-e-27-05-2021.pdf>

By the end of this task you will:

- Have gained knowledge and understanding of the course requirements
- Be able to organise your learning resources for the different components

Task 3:

Study the attached advertisement for the 1953 Delmonte Tomato Ketchup Sauce (text 1) and write up an analysis.

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**The Holy Trinity Church of England
Secondary School**



1. This advertisement is from the 1950s in America. Reading between the lines of the image and the text that I have given you, what SPECIFIC assumptions can you make about women and their role in the home?
2. Why is this advert sponsored by an Aluminium company?
3. Look at the visual detail of the advertisement
 - a. Colour – what does the use of colour suggest about the product? The woman?
 - b. Layout and position – what does that suggest about the product? The woman?
 - c. Facial expression and body language with hand movement – what does that suggest about the woman?
 - d. The gaze (she is looking at us) – what does that suggest about the woman?
 - e. The emphasis in the text – what does that suggest about the woman?


You mean a woman can open it?

Easy—without a knife blade, a bottle opener, or even a husband! All it takes is a dainty grasp, an easy, two-finger twist—and the cantop is ready to pop.

We call this safe sealing home cap the Alcoa HyTop. It is made of pure, food-loving Alcoa Aluminum. It spins off—and locks on again—without muscle power because an exclusive Alcoa process tapers it to each bottle's threads

after it is on the bottle. By vacuum sealing both top and sides, the HyTop gives porridge a double guard.

You'll recognize the attractive, trimable HyTop when you see it on your grocer's shelf. It's long, it's white, it's grooved—and it's on the most famous and favored brands. Put the bottle that wears it in your basket... save fumbling, furring and fogginess at opening time with the most cooperative cap in the world—the Alcoa HyTop Closure.

Alcoa 
Aluminum

ALUMINUM COMPANY OF AMERICA
Pittsburgh, Pa.

NOW Study the attached poster for Wonder Woman, released in 2017, and write up an analysis.

1. This film poster is from a modern film. This is for a film that was recently in cinemas. Reading between the lines of the image I have given you, what SPECIFIC assumptions can you make about women and their role in the home and workplace?
2. Look at the visual detail of the poster.

A Level/BTEC Subject

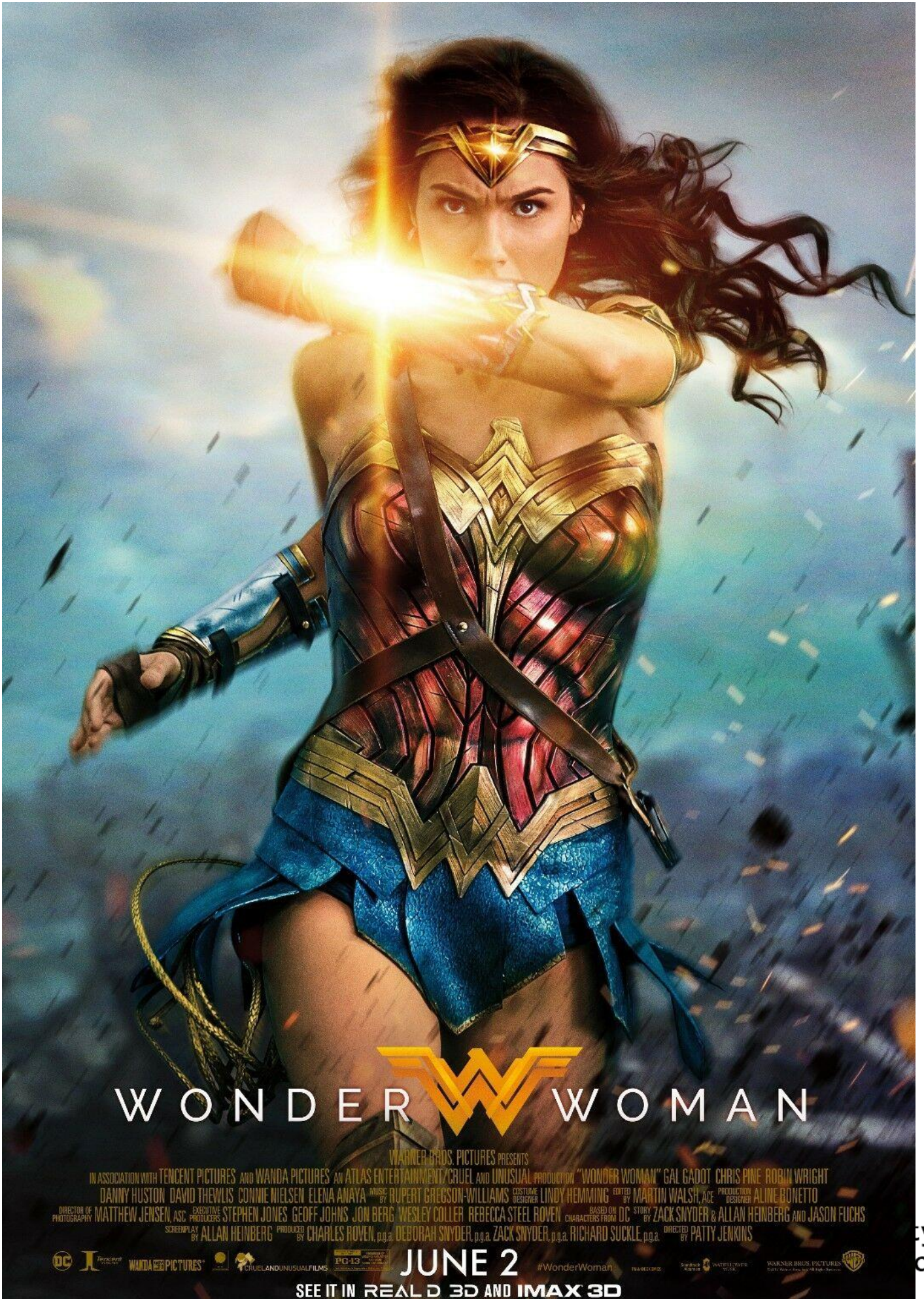


- a. Colour – what does the use of colour suggest about the film and its genre? The woman?
- b. Layout and position – what does that suggest about the film and its audience? The woman?
- c. Facial expression and body language – what does that suggest about the woman? The film?
- d. The gaze (she is not looking at us) – what does that suggest about the woman?
- e. The use of text and graphics – what does that suggest about the woman? The film?



Holy Trinity School

A Church of England Secondary School



WONDER WOMAN

WARNER BROS. PICTURES PRESENTS
 IN ASSOCIATION WITH TENCENT PICTURES AND WANDA PICTURES AN ATLAS ENTERTAINMENT/CRUEL AND UNUSUAL PRODUCTION "Wonder Woman" GAL GADOT CHRIS PINE ROBIN WRIGHT
 DANNY HUSTON DAVID THEWLIS CONNIE NIELSEN ELENA ANAYA MUSIC BY RUPERT GREGSON-WILLIAMS COSTUME DESIGNER LINDY HEMMING EDITED BY MARTIN WALSH, ACE PRODUCTION DESIGNER ALINE BONETTO
 DIRECTOR OF PHOTOGRAPHY MATTHEW JENSEN, ASC EXECUTIVE PRODUCERS STEPHEN JONES GEOFF JOHNS JON BERG WESLEY COLLER REBECCA STEEL ROVEN BASED ON DC CHARACTERS FROM DC STORY BY ZACK SNYDER & ALLAN HEINBERG AND JASON FUCHS
 SCREENPLAY BY ALLAN HEINBERG PRODUCED BY CHARLES ROVEN, p.g.a. DEBORAH SNYDER, p.g.a. ZACK SNYDER, p.g.a. RICHARD SUCKLE, p.g.a. DIRECTED BY PATTY JENKINS

DC Warner Bros. WANDA PICTURES CRUEL AND UNUSUAL FILMS PG-13 JUNE 2 #WonderWoman

SEE IT IN REAL D 3D AND IMAX 3D

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By the end of this task you will:

- Have applied media language in analysing historical and contemporary texts
- Shown understanding of the construction of gender roles
- Be able to form an evaluative overview of a text

Task 4:

Design your own film poster. This is for a film of your own choosing, from any genre (horror, romance, comedy etc.)

1. Take an original image to use on your poster.
2. Design a Title
3. You do not have to include ALL institutional information on your film poster, but do include the elements you hold to be the most important.
4. Carefully consider your use of colour and text.

Consider your audience.

1. Who is the audience for your film?
2. Using a screen shot of your film poster annotate the parts of the poster that would attract your audience.
3. Explain why those elements would attract your audience.

By the end of this task you will:

- Have produced your first original piece of media
- Be able to show links to a specific audience in your own work