

Year 11 into 12 Summer Transition Task

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| Subject | Media |
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Qualification/Level: A LEVEL

Examination Board: AQA

The following tasks are to be completed over the summer break and handed in to the sixth form leaders on your first day of sixth form. Please clearly label work with your name and subject. If you have one, please place work in a clear plastic wallet.

The Task

a. Choose one area of the media to investigate from the following nine media forms:

- Music videos, Newspapers, Magazines, Radio, Video Games, Social Media & Participatory Online,
- Advertising & Marketing, Television, Film

b. Produce a presentation explaining in detail how at least three examples of media texts from your chosen area above targets a specific audience and what message does each text portray?

Look for media texts across the following media platforms - print, e-media (internet) and broadcasting (audio-visual) including:

- Print includes newspapers, magazines, adverts, billboards, etc.
- Broadcasting includes radio, TV and film, music videos, etc.
- E-media includes internet, websites, blogs, social media and portable electronic devices, etc.

Try to answer the questions below in your research and presentation.

1. Who produces and distributes the media text (also known as the institution)? Can you find out how the media text is financed?

2. What does the production of this media text tell us about the people/company/institution who made it?

3. Are any values or beliefs portrayed in the media text? For example, a film may give us an insight into how the writer/director view a certain aspect of human society; a music video might demonstrate aspects of the artists' character or portray a political message.

4. How successful is the media text at showing meaning through symbolic, written and technical codes i.e. words/dialogue/text/slogan/lyrics, body language, costume, music, sound, lighting, camera techniques, location, edits, pace, narrative, characterisation, etc?

5. How is the media regulated and who is responsible for this regulation?

These presentations will form part of your introduction to media studies; students will be required to further develop these ideas, among others.

How the work should be presented:

Presentation of detailed research spoken/delivered to class (power point, prezi or word document/handout can be used to support) with supporting notes (don't read the slides). It would also be helpful to be able to show media examples of what you are discussing, YouTube links, printed media texts or screenprints from websites/magazines/broadcasting will help you demonstrate your point.

If you have any questions, please email english@manor.school