**A-LEVEL MEDIA STUDIES**

**HALF-TERM HOMEWORK**

**Over half-term you need to undertake all of the following:**

1. **Complete Benchmark Preparation Task (see attached)**
2. **Produce an A3 ‘AUDIENCE’ revision poster to include boxes on ALL OF the following:**
   1. **Demographics.** What are they? Outline the different demographic segmentations used in media (refer to your notes/PowerPoints on GOL)
   2. **Psychographics**. What are they and the different categories used?
   3. Outline the Cultivation theory (George Gerbner) and apply it to one of the texts we have studied so far (*Kiss of the Vampire, Tide, Water Aid*)
   4. Outline fully Reception Analysis (Stuart Hall) and apply this theory to one of the texts we have studied so far

Please use images to illustrate your examples.

1. **Produce an A3 revision poster that outlines all of the theorists we have covered in relation to Media Language. This includes:**

* Steve Neale (genre)
* Barthes (semiotic codes – SEARS)
* Tzvetan Todorov
* Claude Levi-Strauss

For each theorist you need to include:

1. Brief information about the theorist themselves
2. An outline of their theory
3. An example of how the theory can be applied to a text we have studied (*Kiss of the Vampire, Tide* or *Water Aid)*
4. Organise your Media folders (both paper and digital – i.e. in your College student area and your paperwork at home) to ensure your work is being saved in appropriate sections. This could be as follows:
   1. Introduction to Media Language (semiotics/analysis of print/film posters/genre introduction/moving image analysis)
   2. Representation introduction (theorists)
   3. Narrative introduction (theorists)
   4. Audience introduction (theorists)
   5. *Kiss of the Vampire* work
   6. *Tide*
   7. *Water Aid*
   8. An introduction to newspapers
   9. *The Times*
   10. *The Daily Mirror*
   11. *Black Panther*
   12. *I, Daniel Blake*
   13. *Vogue*
   14. *The Big Issue*
   15. *Formation*
   16. *Riptide*

*(Those in blue are the texts we will be studying over the remainder of the year)*

**ALL DUE: FIRST LESSON BACK AFTER HALF-TERM**

**ENSURE YOUR POSTERS ARE PRINTED OFF AND IN COLOUR**

**DON’T FORGET TO DESIGN THEM IN A3 DOCUMENTS**

**A LEVEL MEDIA STUDIES**

**PREPARING FOR BENCHMARK ASSIGNMENT 1**

In the first lesson back after the half-term break you will sit your first A Level Media Studies Benchmark Assessment – a timed task on **media language** and **audience**. This will form the basis of your attainment grade for your first progress report, so it is vital that you prepare thoroughly for this.

**Although you will not be allowed to access your notes in the actual test, please use the following tasks to help you prepare for a successful benchmark.**

**TASK 1 – Revise Key Terms**

The first section of the Component 1 exam (summer 2021) will focus on **moving image analysis** of an **unseen extract**. Therefore, it is essential that you fully understand CLEMS and the key terms:

*Camera position and movement - CU, MS, LS, pan, tilt etc.*

*Lighting – high key, low key, fill etc.*

*Editing – cut, fade, montage etc.*

*Mise-en-scene – costume, props, setting, body language etc.*

*Sound – non-diegetic, diegetic, contrapuntal etc.*

Use your **Moving Image introduction booklet** to ensure that you fully understand what each of these areas entails and how they work together to create meaning for audiences. Once you are confident move on to the next task.

**TASK 2 – Apply Media Language**

The first question on the Benchmark Assessment will focus on media language, where you will be required to analyse an unseen audio-visual source. You will use what you have learnt from analysing the set product *Water Aid* in class to enable you to analyse the unseen product.

* Now watch the following advert for Stella Artois (<https://www.youtube.com/watch?v=-jerKL6qCpk>). After watching it once, make notes on the following;

What is the meaning/intention/aim of the advert? How do you know? What key signifiers (codes) communicate this?

Now watch the advert again and make notes on the following. What are the specific codes that you could use to base your analysis on?

|  |  |  |
| --- | --- | --- |
| Code | Denotation | Connotation |
| Camera  (position & movement) |  |  |
| Lighting |  |  |
| Editing |  |  |
| Mise-en-scene |  |  |
| Sound |  |  |

**TASK 3**

The benchmark will require you to write up the textual analysis in chronological order; you must show how techniques *work together* to create meaning. Timing is important and you will have a limited time to effectively present your arguments and ensure it makes sense. **You should use the above notes to form the basis of a plan for how you will tackle the question in the actual benchmark.**

Being concise and clear with your paragraphs will ensure that what you include is to the point and worthwhile. *Use the PEEL structure to help form an essay structure.*

**Point** – what is the overall point of the paragraph you want to make?

**Evidence** – give specific evidence using media terminology that supports the point

**Explanation** – explain what the evidence shows

**Link to point/question/further** – link back to why this evidence and explanation is

relevant, significant or important to the question

**Remember to use media terminology throughout your analysis, e.g. denotes, connotes, signifies, anchorage, ideology etc.**