

Flying Start 2017



Introduction to the course:

Welcome to Media Studies (Eduqas). Over the 2 years of A Level Media Studies course you will be studying the following subject areas:

- Media Language
- Media Institutions
- Audience
- Representation

Each of these areas covers a range of different skills. You will be looking at these areas and learning how:

- The media represents events, issues, individuals and social groups in different ways.
- To create your own media products, using industry standard software.
- To develop your research and analysis skills through the study of a range of media forms such as magazines, posters, film and television.
- To analyse how the media uses conventions and techniques to create meaning for an audience.
- Different media are targeted to specific audiences.
- To evaluate professional media to understand how the producers and directors aim to make an audience think or feel.

Summer Tasks:

Summer Task 1 - Audience (how the media forms target, reach and address audiences, how audiences interpret and respond to them and how audiences become producers themselves)

Choose any magazine front cover or film poster - annotate and analyse how the product is tailored and targeted for a particular audience.

Summer Task 2 - Media Language (how the media through their forms, codes, conventions and techniques communicate meanings)

Analysis of why a director/producer has made certain decisions in creating a product is a key part of Media Studies. Write a 500 words analysis of ONE aspect of a film trailer of your choice (e.g. use of colour, camera shots etc.)

Summer Task 3 - Representation (how media forms portray events, issues, individuals and social groups)

One of the key principles underpinning the A Level Media Studies course is the concept of representation and the role the media plays in shaping our understanding of the world. Media theorist David Gauntlett argues that:

"Popular media has a significant but not entirely straightforward relationship with people's sense of gender and identity." ('Media, Gender and Identity', 2002)

Essay title: Discuss the role the media plays in shaping our views and opinions on any one group in our society. Is this representation positive or negative?

(e.g. specific groups within gender, age, disability, regional identity, ethnicity, sexuality, class/status etc.)

Summer Task 4 - Media Institutions (how the media industries' processes of production, distribution and circulation affect media forms and platforms)

Research Task:

1. Which film and TV assets did Disney purchase for \$71.3 billion in 2019?
 2. How might this acquisition affect online streaming services (such as Netflix, Hulu, NowTV)?
 3. Choose a successful marketing campaign for any film owned by Disney or its subsidiaries. Research key information about this production (budget, cast (if relevant), advertising campaign, release dates etc.)
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REMINDERS:

- If you need help – there are countless tutorials on the internet, and the research skills you develop whilst finding information will also be invaluable for your Media A Level!