

Media Studies A Level: Summer Assignment

Task 1: Research

During the course, you will need to make reference to several media theorists and their theories in your work.

To get a head start on this:

- Research the following theorists.
- Create an overview of their life and achievements in the field of media
- Summarise their theory in your own words
- Apply their theory to a media text (TV show, film, magazine front cover, game etc.) of your choice. Bullet point how elements of the media you have chosen link to the theories.

NARRATIVE THEORY – Tzvetan Todorov

https://prezi.com/y5gvfc_pngwb/todorovs-narrative-theory/

THEORIES OF REPRESENTATION – Stuart Hall

<https://www.youtube.com/watch?v=aTzMsPassOY>

FEMINIST MEDIA THEORY – Liesbet van Zoonen

<https://www.slideshare.net/hinanwr/feminist-approach>

GENRE THEORY – Steve Neale

<https://prezi.com/3ewc87yoxddt/steve-neales-theory-of-repetition-difference/>

1) Task 2: Analysis of Music Videos

On this course, we analyse existing media forms in-depth, and one of those is the music video. Your task is to write a piece analysing Lady Gaga and Beyonce's Telephone video:

<https://www.youtube.com/watch?v=EVBsypHzF3U>

...as well as any music video of your own choice. Consider:

- Stereotypes (do they adhere to existing stereotypes or buck the trend? May be genre specific)
- Camera angles, mise-en-scene and editing (how the videos look, why have they been made to look this way, clothes, facial expressions, body language)
- Technology (Do they use any cutting edge technology?)

...plus:

- Audience response and cultural impact (what was the reception to this video? Sales increase? Popularity? Was it groundbreaking? Link to factors in the video)
- Industry facts and figures (Director, Record Label, album, band)
 - How it was distributed (music TV channels? Online? Youtube? Fan exclusive? Live stream?)

You should use a computer for your answer and include screenshots from the videos as evidence to back up your points.

EXTENSION: CAN YOU APPLY ANY OF THE THEORISTS TO THE VIDEOS YOU CHOSE?