

A-Level Film Studies Transition Work (Summer 2024)

Learning about key media concepts and terms

Overview

This series of tasks is designed to help you get to grips with some of skills you will require as you begin your study of the media at A-Level. **You should choose 3 of the following 5 tasks to complete in total.** The tasks should take approximately 3 hours to complete and result in a typed word document. Each task includes specific questions and activities aimed at deepening your analytical skills and knowledge in preparation for the A-Level Media Studies course.

Task 1: Media Text Analysis

Objective: Develop critical analysis skills by examining different types of media texts.

Instructions:

1. Select **two** media texts from different media platforms (e.g., a film trailer, a magazine cover, a music video, an advertisement, or a news article).
2. Analyse each text using the following criteria:
 - **Media Language:** Discuss how media language is used to create meaning. Consider elements like camera work, editing, sound, mise-en-scène (in the case of film/video), layout, colour, typography (for print media).
 - **Representation:** Analyse how the text represents people, places, events, or ideas. Consider issues of stereotyping, identity, and diversity.
 - **Audience:** Identify the target audience for each text and discuss how the text appeals to its audience.
 - **Industry:** Research the producers of the texts and discuss how their institutional context (e.g., ownership, funding, regulation) might influence the content and style of the text.

Output: Write a comparative analysis (approx.500 words) for the two texts.

Task 2: Media Theories Exploration

Objective: Introduce key media theories and their applications.

Instructions:

1. Choose **two** media theories from the list below:

- Semiotics (Roland Barthes)
- Genre Theory (Steve Neale)
- Narrative Theory (Tzvetan Todorov)
- Representation Theory (Stuart Hall)
- Postmodernism (Jean Baudrillard)

2. Research and summarise each theory, focusing on its main concepts and ideas.

3. Apply each theory to a media text of your choice (can be a film, TV show, advertisement, etc.). Explain how the theory helps to understand the text better.

Output: Create a presentation (5-7 slides) summarizing the theories and their applications.

Task 3: Practical Production Task

Objective: Develop practical skills by creating a media product.

Instructions:

1. Choose **one** of the following tasks:

- Create a storyboard for a short film or an advertisement.
- Design a front cover and a double-page spread for a magazine.
- Create a social media campaign for a new product or event.

2. Plan and produce your chosen media product. Consider elements like target audience, message, style, and platform.

3. Document your process: Explain your creative decisions, how you used media language, and how you aimed to appeal to your audience.

Output: Submit the final media product along with a reflective report (approx.500 words) explaining your process and decisions.

Task 4: Media Regulation and Ethics

Objective: Understand the impact of regulation and ethical considerations on media production.

Instructions

1. Research a recent controversy or ethical issue in the media (e.g., privacy concerns, representation issues, censorship).
2. Analyse the issue: Discuss the ethical implications, the role of regulation (e.g., by bodies like Ofcom, BBFC), and the responses from the media industry and the public.
3. Reflect on the importance of ethics and regulation in media production.

Output: Write an essay (approx.500 words) discussing the controversy, its ethical implications, and the role of regulation.

Task 5: Comparative Case Study

Objective: Develop comparative analysis skills by studying different media forms and industries.

Instructions:

1. Select **two** case studies from different media forms (e.g., a film and a video game, or a TV series and a magazine).
2. Compare and contrast the case studies in terms of:
 - Production processes
 - Distribution methods
 - Audience engagement and reception
 - Representation and ideological messages
3. Use specific examples from each case study to support your analysis.

Output: Write a comparative report (approx.500 words) discussing the similarities and differences between the two case studies.

Finalising the Document

1. Editing and Proofreading:

- Review the entire document for clarity, coherence, and grammatical accuracy.
- Ensure each section flows logically and all analyses are well-supported by examples from the films.

2. Formatting:

- Format your document with appropriate headings for each section: " Task 1: Media Text Analysis," " Task 2: Media Theories Exploration" and " Task 3: Practical Production Task", etc.
- Include a title page with your name, the course title, and the date.
- Arial or Times New Roman font ONLY. Size 12 pt.

3. Submission:

- Save the document as a Word file.
- Submit it to Mr Drew (sdrew@fromecollege.org.uk)