



A Level Media Studies Summer Task 2023

The Media is everywhere in our modern world: in our homes, on our computer screens, on phones, and even appearing on our wrists. Previously, Media was based on an analogue environment, with TV, film, and many written forms of media (like newspapers and magazines). But in the Digital Age, it's impossible to tell the difference between one type of media and another. As a Media student, it is important that you have experience of understanding a wide range of media texts and genres.

Task One

Create a scrapbook or collage that details all of your media consumption over a two-week period. This can include:

- TV (shows, documentaries, news programs, etc.) and film posters or screengrabs from programs or trailers you've watched;
- Newspaper or magazine clippings;
- Print advertisements – or screengrabs from the audio-visual adverts;
- Screengrabs from social media platforms, including Facebook, Twitter, Instagram, Snapchat, etc.;
- Images or screengrabs from apps – gaming or social media (you could even record time logged online);

As you create your scrapbook, ensure you note down the source(s) of your media consumption. For instance, you may have watched a news programme or video – but did you access it via your TV, an app, your phone, a social media network?

Task Two

Choose your favourite **music video**

Create a presentation with screenshots, providing an **analysis** (not just a summary) of the music video. Include:

- Discussion of **why** it's your favourite;
- Description of the **genre** it belongs to;
- Analysis of **visual codes** (mise-en-scene and performance); **audio codes** (lyrics and music); and **technical codes** (camera work and editing).

Use the attached glossary to aid your analysis where necessary.

Glossary of Terms & Concepts

Camera Shots & Angles

Extreme Long Shot (ELS)



Long Shot (LS)



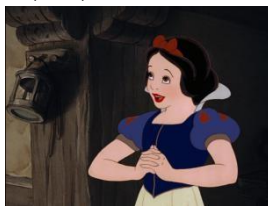
Mid Long Shot (MLS)



Mid Close Up (MCU)



Mid Shot (MS)



Close Up (CU)



Big Close Up (BCU)



Extreme Close Up (ECU)



Point of View (POV)

High Angle (HA)



Low Angle (LA)



Canted Angle (CA)



Camera Movement

Panning Shots – where the camera moves horizontally from a fixed point.

Tilt Shots – where the camera moves vertically from a fixed point.

Tracking Shots – where the camera is put on a track to follow the action smoothly.

Editing Techniques

Straight Cut – when one shot stops and the next shot starts.

Dissolve – when one shot blends into the next shot.

Wipe – when one shot pushes another off the screen.

Shot Reverse Shot – when a conversation is edited between shots which look at one character then the next.

It is also important to comment on: the pace of cuts from one shot to the next; any use of slow motion or fast motion.

Mise-en-Scene

This refers to elements of costume, prop, lighting, set design, location, actors and positioning in any given scene. The best way to explore mise-en-scene is to take a screengrab and analyse what you see.

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Task Three: Gender Stereotyping and Advertising

1. 1950s Magazine Advertising

Consider the following representation of women in the 1950s advertisement below:

Successful Marriages start in the kitchen!

Now the new mistress of the house can go right ahead with some of those girlhood dreams—planning lovely meals for her man, preparing all sorts of interesting little dishes and safe in the knowledge that Pyrex is going to make failure-free cooking easy.

The not-so-glamorous tasks of the kitchen become fun, too, with Pyrex. Just one dish for cooking, serving and storing, and when it comes to washing up, the suds banish grease from Pyrex in the twinkling of an eye!

EVERY DOMESTIC "AGEE PYREX" PRODUCT IS GUARANTEED AGAINST SHOCK BREAKAGE

MARKETED BY CROWN CRYSTAL GLASS PTY. LTD.

**AGEE
PYREX**

Now available from all leading stores

Provide a 500 word analysis on the advert. How does it represent gender? (focus on the key concepts of media language, representation and audience)

2. Considering wider social/historical contexts

Read and annotate the following article by Jennifer Holt on 'The Ideal Woman':

<https://www.csustan.edu/sites/default/files/honors/documents/journals/soundings/Holt.pdf>

In what ways does this social/historical context help you to understand the representations of gender on offer in the Pyrex advertisement?

3. Extension Task: Creating and challenging representations

Create an A4 magazine advertisement for a kitchen utensil. Try to be gender neutral and/or challenge dominant gender stereotypes.

Use a camera phone and Microsoft Word or Publisher (unless of course you have access at home to more advanced technology/tools!)

JAS/GES