

## Getting Ready For *Media Studies*

Your Name		
A Level Media Studies	Media Concepts	WJEC

**We are delighted you have chosen to study Media Studies at Haywards Heath College.**

**Instructions:** This pack will help you make the best possible start to studying this subject.

The tasks in this pack:

- should take you **about 4 hours to complete**.
- should be handed into your teacher when teaching starts **from 14<sup>th</sup> September 2020** with your name on it for assessment.
- are also available on the internet – follow the links in the document.

**If you need help:** The tasks are designed to get a bit more difficult as you work through them as they are preparing you for studying at a higher level and to become an effective independent learner. You should try to get as far as you can working on your own but if you do need help, please email us at [info@haywardsheath.ac.uk](mailto:info@haywardsheath.ac.uk) telling us which Getting Ready For pack you are working on and what help you need. Help is available throughout the summer holidays.

Skills Focus for this Getting Ready for Pack	
Researching skills Organisation skills Analytical skills	Selection skills Application of media terminology Exploration of theoretical framework

Target Grade	Type of task	Task and subject specific skill reference	Deadline
All	Terminology - research	<p>Using the Internet to aid you, define these media terms:</p> <p>Framing Tagline Mise-en-scene Connotation Denotation Genre – give an example. Sub-genre – give an example. Narrative Iconography</p> <p><b>Skills: Researching, media terminology.</b></p>	<b>from 14<sup>th</sup> September 2020</b>
All	Textual analysis	<p>Select a film poster for a film you have seen at the cinema this year. Here's a list of 2019 films, if you need you a memory jog: <a href="https://www.imdb.com/list/ls029217360/">https://www.imdb.com/list/ls029217360/</a></p> <p>Write <b>400 words</b> analysing your chosen film poster. Consider these questions when writing your response:</p> <ol style="list-style-type: none"> <li>1. How is the film title prominently featured? Is the text easy to read? Why is the font appropriate?</li> <li>2. Are the main actors shown? If so, which ones? What do appearances and expressions say about the film?</li> <li>3. What is the overall design of the film poster? Does it look realistic? How does it accurately reflect the mood and tone of the film? What do the colours say about the film?</li> <li>4. What text is shown on the poster? Is there a catchy tagline? If so, what does it tell you about the film's story?</li> <li>5. Why do/don't you think this film poster is persuasive?</li> </ol> <p><b>Skills: Textual analysis, application of media terminology.</b></p>	<b>from 14<sup>th</sup> September 2020</b>
Extension	Media theories	<p>Using the Internet to aid you, research and explain these theories:</p> <p>Curran and Seaton's Power and Industries George Gerbner's Cultivation theory Roland Barthes' Semiotics Tzvetan Todorov's Narrative theory</p> <p><b>Skills: Researching, theoretical framework.</b></p>	<b>from 14<sup>th</sup> September 2020</b>
<b>Notes:</b>			