

# **A-Level Media Bridging Work**

Welcome to the Media Dept - some of you will have studied GCSE Medi. For those of you that are newbies you are going to have a fab time and we look forward to seeing you lots in D02. Especially with helping out KS4 classes, attending our December Media trip (Last year we went to the Harry Potter Warner Bros Studios) and taking part with the front of House/Advertising and Marketing for the whole school musical.

**This course is a literacy heavy course and you must be prepared to read lots:**

**So to make a start you MUST purchase, read and annotate:**

- 1) The Media Student's Book Paperback – 27 May 2010 by Gill Branston and Roy Stafford
- 2) AQA Media Studies for A Level Year 1 & AS: Student Book Paperback – 31 Oct. 2017 by Stephanie Hendry (Author), Elspeth Stevenson
- 3) AQA Media Studies for A Level Year 2: Student Book Paperback – 25 Jun. 2018 by Stephanie Hendry (Author), Elspeth Stevenson

Book number No. 1 will be checked during your first Media lesson in Sept for annotations, post it notes, highlighted passages/words. The others will contribute towards your Private Study work in Sept and will enhance your Media knowledge and therefore your final grades - these should also be annotated.

You should be looking out for quotes/information about:

Effective explanations surrounding theorists and their ideas

The use of Media Language

Institutions, their CEO, net profits and their ideologies and values

The impact on audiences considering Genre

Different media texts and their narratives not studied in class and their social, historical, cultural and political contexts

Other media moguls/regulators and conglomerates

The impact of the Media on our lives (Audiences)

The way to decode to create meaning (Representation)

## **Media Bridging Work**

### **A Research Study**

You will learn during A Level Media about a variety of Media Products and the manner in which locations, people and themes are represented (EG The Daily Mail, No Offence, Lara Croft and Maybelline) within their social, cultural, political and historical contexts. We develop our understanding of media language, explore Media Institutions and their target audiences.

For your bridging work, you have the opportunity to start this process.

There are 9 Media Forms:

1. Film
2. TV
3. Advertising and Marketing
4. Online and Social participatory media
5. Video Games
6. Newspapers
7. Magazines
8. Music Videos
9. Radio

You MUST choose a mainstream film that has covered all 9 forms (crossed the media platforms - Synergy in some way, even if it was a star from the film promoting it on Graham Norton or an article on the director in Total Film Magazine). For example Warner Bros = Harry Potter and the Prisoner of Azkaban, Walt Disney = Indiana Jones and the Temple of Doom, Marvel = Avengers End Game or New Line Cinema = Lord of the Rings The Fellowship of the Ring. Your first page must list important facts about the film - profit, director, actors, distribution company with a review of it's strengths and weaknesses.

Use this to help you

<https://www.imdb.com/>

You SHOULD complete another 8 pages (front size 11/12 - at least 300 words each) on how the film was featured on other media forms (analysing it - think about how it was represented to appeal to its mass audience? What was the impact of this on the film's popularity?)

You COULD explore what the BBFC say about the film - was there any controversy behind it? Did the film reflect its cultural (where it was set/filmed) social and historical contexts (what was going on in the world at the time - did the film represent it literally or metaphorically)?

++if you have studied GCSE try to add to some of your theorists into this work

<https://www.bbfc.co.uk/>

This will be submitted as a project on paper, during your first Media lesson in Sept and will be the first impression you make - make it a good one.