

Moving On **Media Studies A level**

What does the course consist of?

The course consists of 3 components, studied over 2 years, with 2 exams at the end of the second year and a practical cross media production coursework

What will I study?

You will develop **media language** skills which will enable you to carry out detailed textual analysis of the **messages** conveyed by a range of media texts You will also study **audiences**, learning about key **theories** and carrying out **research** into key **media institutions**. You will develop extensive knowledge and understanding of **key media theorists** applying their theories to the different texts you will study.

For **Component 1 Media Language, Representations and Audience** you will study a range of different media forms such as Music Videos; Video Games; Advertising and Film Marketing; Newspapers; Radio and Film Industries You will learn about how they are constructed to convey messages and appeal to audiences

For **Component 2 Media products in depth** You will study specific texts set by the exam board including Television /TV Dramas (Life on Mars and The Bridge); Magazines (Woman and Adbusters) and online media (Zoella and Attitude).

For **Component 3 Media Production** You will create a cross media practical production responding to a set brief. His could be for instance a Music Video with an attached print campaign or a TV sequence with a related print or online product. The production brief will be chosen by your teachers.



Textual Analysis tasks

Watch the following short video about target audiences

<https://www.youtube.com/watch?v=dwa7Y4T28bU>

'Audience' is a very important concept throughout media studies. All media texts are made with an audience in mind, ie a group of people who will receive it and make some sort of sense out of it. And generally, but not always, the producers make some money out of that audience. Therefore it is important to understand what happens when an audience "meets" a media text.

Constructing Audience When a media text is being planned, perhaps the most important question the producers consider is "Does it have an audience?" If the answer to this is 'no', then there is no point in going any further. If no one is going to watch/read/play/buy the text, the producers aren't going to make any money or get their message across. Audience research is a major part of any media company's work. They use questionnaires, focus groups, and comparisons to existing media texts, and spend a great deal of time and money finding out if there is anyone out there who might be interested in their idea.

It's a serious business; media producers basically want to know the

- income bracket/status
- age
- gender
- race
- location

of their potential audience, a method of categorising known as **demographics**. Once they know this they can begin to shape their text to appeal to a group with known reading/viewing/listening habits.

In pairs you are now going to carry out a **textual analysis** of 2 **advertisements** . One is a moving image version and one is a print version. You will make notes on the following pages for each advertisement. The ads are for **The Prince's Trust. Charity UK**.

During the first screening of the moving image ad, pay attention to the **locations, props, costumes, colours, lighting** and **sound/music** being used. You will be given a couple of minutes after the screening to make brief notes on the use of these techniques.

During the second screening, pay attention to the use of **camerawork**. Try to pick out two or three **key shots** that you think are particularly effective. You will again be given a couple of minutes afterwards to enable you to make brief notes.

After making these notes, think about how all of the above techniques help create the mood and style of each advertisement.

Try to decide who the **target audience** is for the advertisement and what you think the **overall message** of each advertisement is. How is the main character **represented**? What does this tell us about the product and what it is trying to tell its target audience? Is the main character a **stereotype** or not?

| | |
|--|---|
| Name of Advertisement | Type of Advertisement |
| Mise-en-scene (Location; Props; Costumes; Lighting) | Layout if print based |
| Camerawork ~ list at least 3key shots used | Language Lexis (if print) Use of Hyperbole? Puns? Assonance? |
| Target Audience (Age and gender) | |
| Overall messages conveyed Your personal response as a target audience. Would you buy the product? Did the ad work for you? Why? | |

| | |
|--|--|
| Name of Advertisement | Type of Advertisement |
| Mise-en-scene (Location; Props; Costumes; Lighting; colours) | Layout (if print ad) |
| Camerawork ~ list at least 3 key shots used | Language Lexis (if print ad) Use of Hyperbole? Puns? Assonance? |
| Target Audience (Age and gender) | |
| Overall messages conveyed Your personal response as a target audience. Would you buy the product? Did the ad work for you? Why? | |

Holiday Homework Tasks Please complete the following tasks and bring to your first lesson in September

Advert Textual Analysis Select **one** of the following Charity Campaign moving image advertisements and one of the following print advertisements and analyse how the main message of the campaign has been represented/shown to us in the advertisement by **completing the blank textual analysis grids provided and writing up a paragraph for each**. Make sure you write down the full name of the advertisements you have analysed. Your first graded written homework task will be to turn your notes into a short textual analysis essay of about 500 words so the more detailed your notes are the better your essay will be.

Barnardo's Campaign Believe in Me <https://www.youtube.com/watch?v=Xnlcd4uJHao>



Believe in Me

Incredible things happen when you believe in children
Search 'Believe in Me'

NetworkRail Working in partnership with **Believe in children** Barnardo's

World Wildlife Fund Save Tigers <https://www.youtube.com/watch?v=-B0VZQ1FpCw>



I AM NOT A RUG

As few as 3,200 wild tigers remain. Poaching for their skins, bones and other parts is the greatest immediate threat to their survival.

WWF **STOP WILDLIFE CRIME**
IT'S DEAD SERIOUS

worldwildlife.org/wildlifecrime

| | |
|---|--|
| Name of Advertisement | Type of Advertisement |
| Mise-en-scene (Location; Props; Costumes; Lighting; colours) | Layout (if print ad) |
| Camerawork ~ list at least 3key shots used | Language Lexis (if print ad) Use of Hyperbole? Puns? Assonance? |
| Target Audience (Age and gender) | |
| How has the main message been conveyed? | |

| | |
|---|--|
| Name of Advertisement | Type of Advertisement |
| Mise-en-scene (Location; Props; Costumes; Lighting; colours) | Layout (if print ad) |
| Camerawork ~ list at least 3 key shots used | Language Lexis (if print ad) Use of Hyperbole? Puns? Assonance? |
| Target Audience (Age and gender) | |
| How has the main message been conveyed? | |

Task2 : Choose one of the ads you have analysed on the previous pages. Think about who the main target audience might be and why. Write a paragraph in the box below explaining your reasons in as much detail as possible. Think about the subject matter; the way the ad has been filmed/laid out on the page; the dialogue; the sound; the props/location/costumes/lighting/colours (mise-en-scene)

Empty box for writing the answer.

That's all for now! See you in September and enjoy your Summer.

