

## Year 11 to Year 12 - A Level Media Studies bridging tasks 2022

Over the summer break you will be completing **three** tasks in preparation for starting A Level Media Studies in September.

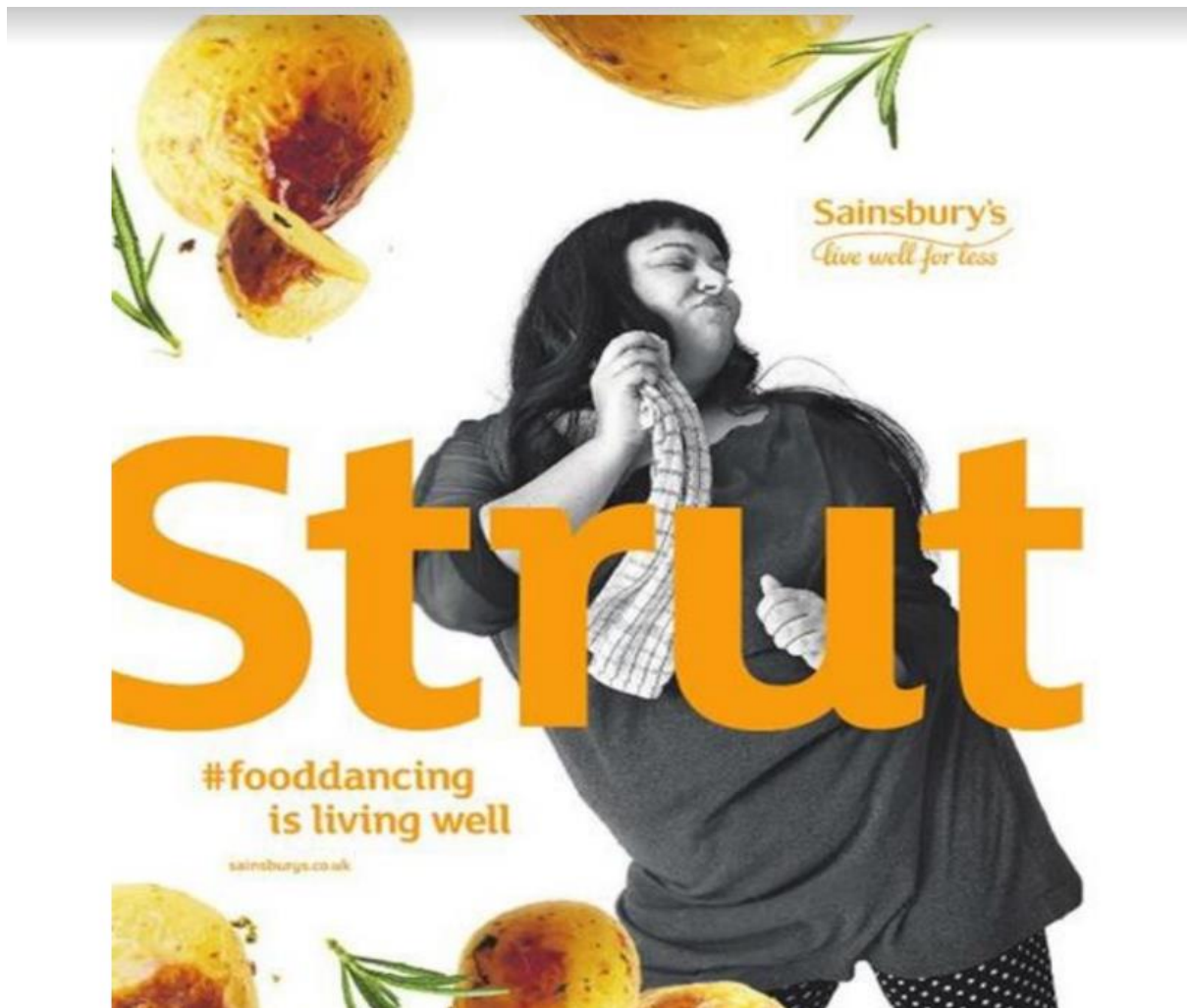
1. You are going to write an analysis of a media text. You will use the prompt questions to help you. In September you will be asked to participate in class discussion and present your ideas.
2. You will also need to familiarise yourself with the media terminology below. You will not be tested on this so don't panic! It is just a good idea to have some specific media terminology from the start of the course.
3. In September we will begin the Advertising and Marketing unit, the set products for in-depth study are *Tide* and *Super-human – Tokyo 2020 Paralympics advert*. View the adverts and read the fact sheets and make notes. You will be questioned on this at the beginning of term.

**Scroll down**



### Task 1 - Analysis Task

You will be writing an analysis of the print advert. Use the prompt questions below to help you.



Answer these questions either in a paragraph or individually. Try and show as much understanding and analysis as possible.

- 1) How has colour been used to appeal to the audience?
- 2) How does Sainsbury's promote its brand in this advert?
- 3) Why has this image of a woman been used in this advert?
- 4) Stretch: How are the audience encouraged to interact with this text?

## Task 2

### **List of media terminology**

**Anchorage** – how meaning is fixed, as in how a caption fixes the meaning of a picture

**Audience** – viewers, listeners and readers of a media text.

**Binary Opposites** – the way opposites are used to create interest in media texts, such as good/bad, coward/hero, youth/age, black/white. By Barthes and Levi-Strauss who also noticed another important feature of these 'binary opposites': that one side of the binary pair is always seen by a particular society or culture as more valued over the other.

**Catharsis** – the idea that violent and sexual content in media texts serves the function of releasing 'pent up' tension aggression/desire in audiences.

**Censorship** – Control over the content of a media text – sometimes by the government, but usually by a regulatory body like the British Board of Film censors.

**Code** – a sign or convention through which the media communicates meaning to us because we have learned to read it. Technical codes – all to do with the way a text is technically constructed – camera angles, framing, typography, lighting etc. Visual codes – codes that are decoded on a mainly connotational level – things that draw on our experience and understanding of other media texts, this includes Iconography – which is concerned with the use of visual images and how they trigger the audiences expectations of a particular genre, such as a knife in slasher horror films.

**Consumer** – purchaser, listener, viewer or reader of media products.

**Context** – time, place or mindset in which we consume media products.

**Conventions** – the widely recognised way of doing things in particular genre.

**Denotation** – the everyday or common sense meaning of a sign. **Connotation** – the secondary meaning that a sign carries in addition to its everyday meaning.

**Diegetic Sound** – Sound whose source is visible on the screen **Non-Diegetic sound** – Sound effects, music or narration which is added afterwards

**Enigma (code)**– A question in a text that is not immediately answered and creates interest for the audience – a puzzle that the audience has to solve.

**Gaze** – the idea that the way we look at something, and the way somebody looks at you, is structured by the way we view the world. Feminist Laura Mulvey suggests that looking involves power, specifically the look of men at women, implying that men have power over women.

**Genre** – the type or category of a media text, according to its form, style and content.

**Hegemony** – Traditionally this describes the predominance of one social class over another, in media terms this is how the controllers of the media may on the one hand use the media to pursue their own political interest, but on the other hand the media is a place where people who are critical of the establishment can air their views.

**Hypodermic Needle Theory** – the idea that the media can ‘inject’ ideas and messages straight into the passive audience. This passive audience is immediately affected by these messages. Used in advertising and propaganda, led to moral panics about effect of violent video and computer games.

**Image** – a visual representation of something.

**Institutions** – The organisations which produce and control media texts such as the BBC, AOL Time Warner.

**Intertextuality** – the idea that within popular culture producers borrow other texts to create interest to the audience who like to share the ‘in’ joke. Used a lot in the Simpsons.

**Media language** – the means by which the media communicates to us and the forms and conventions by which it does so.

**Media product** – a text that has been designed to be consumed by an audience. E.G a specific film, radio show, newspaper etc.

**Media text** – see above. N.B Text usually means a piece of writing

**Mise-en-Scene** – Everything that appears on the screen in a single frame and how this helps the audience to decode what is going on.

**Mode of Address** – The way a media product ‘speaks’ to its audience. In order to communicate, a producer of any text must make some assumptions about an intended audience; reflections of such assumptions may be discerned in the text (advertisements offer particularly clear examples of this).

**Moral Panic** – is the intensity of feeling stirred up by the media about an issue that appears to threaten the social order

**Multi-media** – computer technology that allows text, sound, graphic and video images to be combined into one programme.

**Ownership** – who produces and distributes the media texts – and whose interest it is.

**Patriarchy** – The structural, systematic and historical domination of men and exploitation of women.

**Popular Culture** – the study of cultural artefacts of the mass media such as cinema, TV, advertising.

**Post Modernism** – Anything that challenges the traditional way of doing things, rejecting boundaries between high and low forms of art, rejecting rigid genre distinctions, emphasizing pastiche, parody, intertextuality, irony, and playfulness. Postmodernism favours reflexivity and self-consciousness, fragmentation and discontinuity (especially in narrative structures), ambiguity, simultaneity, and an emphasis on the de-structured, de-centred, dehumanized subjects! *This is a tricky theory!*

**Preferred Reading** - the interpretation of a media product that was intended by the maker or which is dictated by the ideology of the society in which it is viewed. **Oppositional Reading** – an interpretation of a text by a reader whose social position puts them into direct conflict with its preferred reading. **Negotiated Reading** – the ‘compromise’ that is reached between the preferred reading offered by a text and the reader’s own assumptions and interpretations = Stuart Hall’s Reception Theory

**Propaganda** – the way ruling classes use the mass media to control or alter the attitudes of others.

**Reader** – a member of the audience, someone who is actively responding to the text.

**Regulation** – bodies whose job it is to see that media texts are not seen by the wrong audience (eg British Board of Film Classification) or are fair and honest (E.g. Advertising Standards Authority)

**Representation** – The way in which the media ‘re-presents’ the world around us in the form of signs and codes for audiences to read.

**SFX** – special effects or devices to create visual illusions.

**Sign** – a word or image that is used to represent an object or idea.

Signifier/Signified – the ‘thing’ that conveys the meaning, and the meaning conveyed. *E.g. a red rose is a signifier, the signified is love (or the Labour Party!)*

**Sound Effects** – additional sounds other than dialogue or music, designed to add realism or atmosphere.

**Stereotype** – representation of people or groups are reduced to a few characteristics eg hoodies, blondes. Stereotypes are based on assumptions

**Sub-genre** – a genre within a genre.

**Two Step Flow theory** - the idea that ideas flow from mass media to opinion leaders, and from them to a wider population.

**Uses and Gratifications** – ideas about how people use the media and what gratification they get from it. It assumes that members of the audience are not passive but take an active role in interpreting and integrating media into their own lives.

### **Mise en scene**

This term is used in film to describe what is in the frame and why. There are several areas to consider when talking about mise en scene:

- Setting and props
- Costume and make-up
- Body language and facial expression
- Lighting and colour

Lighting quickly creates an atmosphere on screen. If it is dark and shadowy we might be made to feel uneasy, as in a thriller; if the lighting is bright we feel happy and confident. The filmmaker can use lighting to draw our attention to a person/object or equally, to hide them.

- Sound

There are three elements to a film soundtrack:

1. Dialogue – this can be used to give us clues as to character and what might happen next
2. Music – this creates atmosphere, affecting us on a very emotional level
3. Sound effects (SFX) – again, very effective at creating atmosphere. These sometimes do not fit with the image that we are seeing, thus creating a disorientating effect

### **Task 3 resources**

**Tide print advert fact sheet:** [http://resource.download.wjec.co.uk.s3.amazonaws.com/vtc/2016-17/16-17\\_1-29/eng/Tide.pdf](http://resource.download.wjec.co.uk.s3.amazonaws.com/vtc/2016-17/16-17_1-29/eng/Tide.pdf)

**Super-human, Tokyo 2020 paralympics advert fact sheet -**  
[https://resource.download.wjec.co.uk/vtc/2021-22/wjec21-22\\_10-8/super-human-tokyo-2020-paralympics-fact-sheet.pdf](https://resource.download.wjec.co.uk/vtc/2021-22/wjec21-22_10-8/super-human-tokyo-2020-paralympics-fact-sheet.pdf)

**Link to the Super-human advert:** <https://www.youtube.com/watch?v=OjIP9EFbcWY>

**Mrs Fisher Media Studies Revision YouTube Channel –**  
<https://www.youtube.com/channel/UCUKrxp4BcJrGLzmqAhCjASg/videos>

Useful audio-visual resources created by a media teacher, that gives you an introduction to A level media theory and set products applicable to the Eduqas specification. You must watch the Tide and the Semiotics video and take notes before the term starts. Also watch the *component 1 – what to expect video*, and write down any questions you may have and bring along to the first lesson in September.

Tide advert – Representation <https://www.youtube.com/watch?v=ITUicJNSID4>

Roland Barthes Semiotics - <https://www.youtube.com/watch?v=bow0Y9QUIBU>

Component 1 – What to expect  
<https://www.youtube.com/watch?v=IRvRoR56xAs&list=PLm6BhMZgdGbBcjJbF9UkJZIPM1MPS2dz&index=1>