## A Level Media

## **Bridging Work for Year 11**

## <u>Moving Into Media</u>

Media, as an academic A Level, aims to prepare you not only for university life and a career in media, but also aims to develop your understanding of the world that you live in. Most students who take this course go on to study some form of media at university (undergraduate level) with the most popular forms of media being: film, TV, journalism and marketing/PR.

These bridging tasks aim to give you a taste of Media at A Level. Don't worry if you didn't study Media at GCSE level. In fact, it doesn't matter if you didn't. I have seen those who didn't study media at GCSE perform exceptionally well because of their analytical skills, conscientious character and ability to confidently explore and discuss controversy in our modern world. For the NEA piece, you do have to be confident with technology, as you will be expected to use software, such as Photoshop, and record/ take photographs to create your own pieces of media; art and design skills come in handy for this component, too.

I hope you enjoy these bridging tasks and we look forward to seeing you in Sixth Form.

Mrs Henderson

## Task 1: Reading and Researching

- Read and become familiar with the A Level Media Glossary.
- Go on to the Eduqas A Level Media page and explore the content of the course:
   https://www.eduqas.co.uk/ed/qualifications/media-studies-as-a-level/?sub\_nav\_level=digital-resources#tab\_resources
- Read this essay by a student and consider your views about the power of media. Essays, UK. (November 2018). The Power Of Media Media Essay. Retrieved from https://www.ukessays.com/essays/media/the-power-of-media-media-essay.php?vref=1

# Task 2: Analysis of the Media

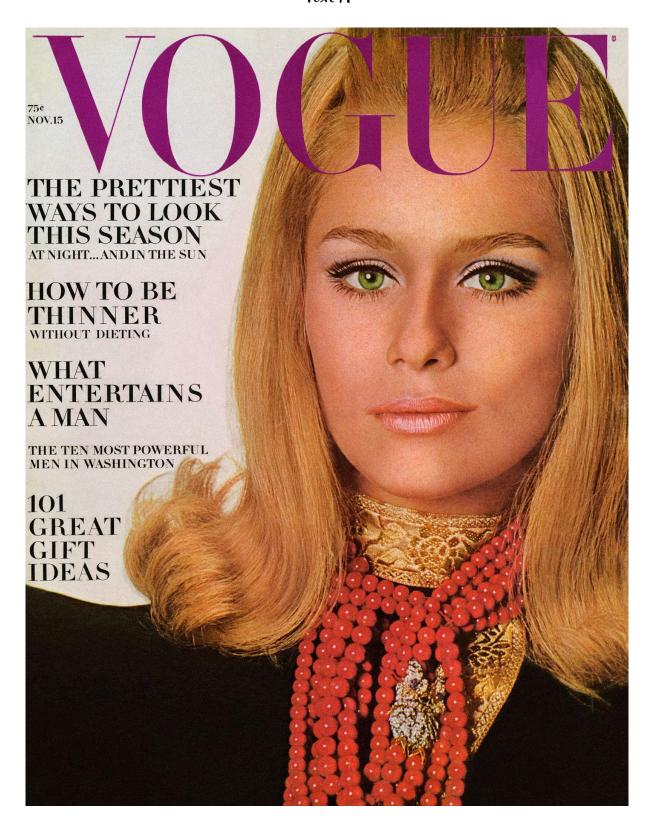
- Study the two magazine front covers from 1966 and 2019.
- Using subject specific terminology to explore media language (text, image, layout, technical codes, visual codes), write a 500 word essay responding to the following title: How are women presented in these magazines? You should consider the context of each magazine (the time they were written) to make judgements about why women are presented in these ways.
- Send your essay to: hendersons@whickhamschool.org

#### Text A:

Laura Hutton, 1966. Photographed by Bert Stern, Vogue, November 1966

#### Text B:

Jessica Alba for Cosmopolitan August 2019.





### Task 3: Creative Skills

At A Level, all images and ideas must be your own. If you have a phone and access to Word/ Photo Editor/ Photoshop etc, design one of the following, using your own photographs and words:

- A cover for a music album called: 'Freedom' by an artist of your choice. Carefully consider how you will represent a genre such as: pop, indie, rock, hip-hop. You must also design the back cover; including at least 8 other songs suitable for the main title 'Freedom'.
- A front cover for a fashion magazine (for men, women or both) with at least one main image and 4 cover lines associated with the season in which your magazine would be released. Summarise what your magazine would include inside
- A film poster for a film called: 'Lockdown'. You must include a main image, name of actors, title, age rating and reviews from significant people/companies associated with the film industry. Summarise the plot of your film
- An article for a TV magazine that interviews the star of a new drama series called: 'Empty Streets'. You should allow your reader to grasp the plot and genre of this TV show and include at least 2 images in the article/interview.

If you don't have the technology to create these on a computer/phone, please don't panic! You can write/draw your piece.

Send this idea to: hendersons@whickhamschool.org

We hope you enjoy these tasks and look forward to you sharing in our love of Media at A Level in September