

A Level Media

Bridging Work for Year 11

Moving Into Media

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.

Text A



VOGUE

75¢
NOV. 15

**THE PRETTIEST
WAYS TO LOOK
THIS SEASON**
AT NIGHT...AND IN THE SUN

**HOW TO BE
THINNER**
WITHOUT DIETING

**WHAT
ENTERTAINS
A MAN**

**THE TEN MOST POWERFUL
MEN IN WASHINGTON**

**101
GREAT
GIFT
IDEAS**

Text B

The image shows the cover of Cosmopolitan magazine from August 2019. The cover features a photograph of Jessica Alba, who is smiling and wearing a black square-neck crop top and a high-waisted, shimmering silver sequined skirt. The magazine title 'COSMOPOLITAN' is printed in large, bold, red letters at the top. A white circular badge in the top left corner says 'ONLY £2'. The issue date 'AUGUST 2019' is in the top right. Several headlines are scattered across the cover: 'GLOW TIME! STYLE BUYS SO HOT THEY SIZZLE' on the left; 'SUMMER'S FILTHIEST WEEKEND We check into the UK's worst hotel' on the right; 'THE RISE OF 'FAME' FACE... This season's dangerous new accessory' on the left; 'SEX, DRUGS & DEATH Toxic stag parties... and the women paid to run them' on the right; 'OBSESSED WITH LOVE What it's like dating when you're on the spectrum' on the left; and 'BOSS IT LIKE... JESSICA ALBA SHE GIVES US HER CRASH COURSE IN SUCCESS' in a red box at the bottom right. At the bottom left, there is a barcode with the number 9 770141 055313 and the website URL www.cosmopolitan.com/uk.

ONLY
£2

AUGUST 2019

**GLOW
TIME!**

STYLE BUYS SO
HOT THEY SIZZLE

**THE RISE
OF 'FAME'
FACE...**

This season's
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**OBSESSED
WITH LOVE**

What it's like dating
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FILTHIEST
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We check into the
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**SEX,
DRUGS &
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Toxic stag parties...
and the women
paid to run them

BOSS IT LIKE...

**JESSICA
ALBA**

SHE GIVES US HER CRASH
COURSE IN SUCCESS



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