

A Level Media Studies – Summer Work

There are two separate tasks here:

- Task A is **compulsory** and is an introduction to the course and the key concepts.
- Task B is an **optional** introduction to some A-Level issues (and is mainly for those who completed Task A as part of the GCSE Media Studies course).

TASK A:

Please read through the 'Media Studies: Key Concepts' booklet and answer the attached revision questions on **Media Language, Representation, Audiences and Industries** (which can also be found at the end of each topic section).

Answers can be typed (the PDFs can be opened with Microsoft Word) or hand-written.

ALL students are expected to have answered these questions by September.

TASK B

Representation is a key concept In A-level Media Studies, where you will be exploring this topic in relation to film, television, music videos, the web (inc. vlogs) and in advertising.

Therefore, we would like you to watch the following film by Jean Kilbourne, which encourages you to think critically about representation in relation to advertising.

Warning: All of Kilbourne's examples of advertising are from the mainstream media; however some of them are challenging and provocative and the film features adult themes and sexualised images.

- Watch the following the following video: *Killing Us Softly*
<https://www.cctv.org/watch-tv/programs/killing-us-softly-advertisings-image-women>
- Summarise Kilbourne's concerns about advertising and gender representation.
- Gather your own supporting evidence for Kilbourne's views.
 - Collect 10 adverts that seem to support her claims (either from magazines/newspapers or from the internet), which conform to some of the stereotypes she describes.
 - Collect 10 adverts that seem to challenge her argument, challenging the stereotypes she outlines.

In the first term you will be asked to share your selection with both Mr Turner & Mr Birch. Your images may well form part of the evidence you will choose to use when writing on representation in class.

Have a good summer, good luck in August and see you in September!

Mr Turner & Mr Birch

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