

## Preparation for Media A Level for Year 11 Students

Read the other uploaded folder **'Getting ready for Media A Level'** and complete the tasks in there. There are many research tasks and hyperlinks that you will find useful and which will benefit you, allowing you to get ahead before the course begins.

Here is an overview of the A Level course:



The two exams involve the study of specific set texts, similar to the way that GCSE is structured:

| COMPONENT 1                                                               | COMPONENT 2                                    |
|---------------------------------------------------------------------------|------------------------------------------------|
| <b>MUSIC VIDEO:</b><br>Vance Joy – Riptide<br>Beyonce - Formation         | <b>TV DRAMA:</b><br>Life on Mars<br>The Bridge |
| <b>ADVERTISEMENTS:</b><br>Water Aid<br>Tide<br>Kiss of the Vampire Poster | <b>MAGAZINES:</b><br>Vogue<br>Big Issue        |
| <b>NEWSPAPERS:</b><br>Mirror<br>The Times                                 | <b>ONLINE MEDIA:</b><br>Zoella<br>Attitude     |
| <b>FILMS:</b><br>I, Daniel Blake<br>Black Panther                         |                                                |
| <b>COMPUTER GAMES:</b><br>Assassin's Creed                                |                                                |
| <b>RADIO:</b><br>Radio 4 Late Night Woman's Hour                          |                                                |

## Research Tasks on each Set Text: COMPONENT 1

### MUSIC VIDEO: Vance Joy – Riptide - Beyonce – Formation



- Watch both videos. Analyse technically
- Consider the intertextual links in both videos
- Watch 4 more videos by both artists – do they have a signature style?
- Research the two star personas (Beyonce and Vance Joy) and produce a fact file – their background? Genre? Musical collaborations? Record company? Success and sales? Ideology and inspiration?
- Research the impact of Hurricane Katrina in New Orleans
- Research #blacklivesmatter movement and the events that prompted this movement
- Research the Antebellum South / Plantation era of history
- Research Wes Anderson and consider how his style has influenced Riptide

### ADVERTISEMENTS: Water Aid advert 'Rain For Good' and 1950's 'Tide' advert for a washing powder



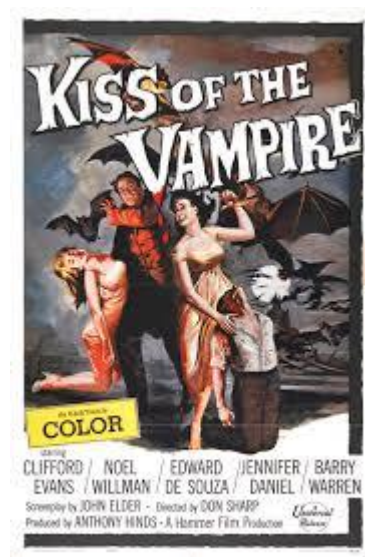
- Download and annotate the language and images on the TIDE advert
- Research TIDE as a brand
- Consider the representation of gender in both adverts
- Research the 1950s and the role of women in that era
- Find some other adverts for domestic products in the 1950s – what are the codes and conventions and how are men and women portrayed?
- Research the 1950s consumer boom – how does it link to the advert and its values?
- Watch the Water Aid advert on youtube. Analyse it technically
- Research Water Aid as a charity
- Watch other Water Aid adverts
- Watch other Charity adverts – Barnados / Save the Children - what are the codes and conventions?
- Have some adverts used new and innovative methods of engaging audiences on tough subjects?

## **NEWSPAPERS: Mirror - The Times**

- Research both newspapers
- Research Tabloid and Broadsheet newspapers – what are they?
- Who owns them? Research REACH plc and NEWS CORP
- What is IPSO and the Editor's Code?
- What political party do they support?
- Visit their websites – what do you notice?
- Research newspapers and declining print readership – why do you think this is?
- Read about the Leveson Inquiry and the Phone Hacking Scandal. What happened to the News of the World?
- Read about 'Caroline's Law' – what was that a reaction against?
- Download and annotate 4 Mirror front pages and 4 TIMES front pages. What do you notice?

## **FILM POSTER: KISS OF THE VAMPIRE**

- Research 'Hammer House of Horror' and its history
- What is a B Movie?
- Research the way that vampires have been represented in film over time
- Produce a moodboard of vampire representation
- Research the Gothic genre
- Choose 5 horror film posters and technically analyse
- Choose 1 poster for 5 other genres. Research codes and conventions
- Research other big movies released in 1963. How are women often Represented?
- Research the role of women in the 1960s. How had things changed since the 1950s? Which new movements arose in the 1960s?
- Consider how gender is represented on this poster and how it reflects changing attitudes towards gender



## **FILMS: I, Daniel Blake - Black Panther**

- Watch both films
- Read reviews from quality newspapers on both films and consider their points
- Download and annotate the film posters for both movies
- Watch the trailers and technically analyse
- Research MARVEL and watch 2 other MARVEL films – what are the codes and conventions?
- Research Stan Lee - did you spot his cameo in the film? Watch the montage of Lee cameos on youtube
- Consider how ethnicity is represented in Black Panther
- How have super heroes been represented over time?
- Who were the Black Panthers in the 1960s? What did they represent?
- Research the actors in Black Panther – what is their back catalogue of films?
- Research Ken Loach – what is his signature style and genre of film?
- Watch other movies by Ken Loach – what do they have in common?
- What are typical codes and conventions of social realism?
- Research the production company for iDanielBlake
- How did Loach manage to fund this film?
- iDanielBlake became a guest columnist for which paper? What does it have in common with Ken Loach's political principles?

### **COMPUTER GAMES: Assassin's Creed**

- Research the production company that made this game
- Research other games in the franchise
- Research the different ways to access / play this game
- How has the internet changed gameplay?
- Download the game cover and technically analyse
- Consider the representation of gender
- Gather a moodboard of Assassin's Creed merchandise – who is the target audience?
- Which major high street chain stocks Assassin's Creed clothing?

### **RADIO: Radio 4 Late Night Woman's Hour**

- Listen to some shows on their podcast
- Research Woman's Hour – when did it begin and why?
- When did Late Night Woman's Hour begin and why?
- Research Radio 4 and its demographic / target audience?
- Research Analogue radio and DAB – what are they?
- How have digital media / the internet changed the way we listen to / access radio?
- Research the two main presenters – Lauren Laverne and Emma Barnett. What have they done / presented in the past? Who are they? What else have they done?
- Research Late Night's Woman's Hour – look at their podcasts. List 15 shows – what type of subjects do they cover? Who is their target audience?
- Research times that late Night Woman's Hour has been controversial – why?

### **COMPONENT 2**

#### **LIFE ON MARS      -      THE BRIDGE      -      TV CRIME DRAMA**

- Watch 'Life on Mars' and 'Ashes to Ashes' – the sequel - on iplayer
- The set episode is episode 1 of 'Life on Mars'
- Research the history of crime drama on TV
- What are common crime drama conventions? Do a moodboard
- Can you do a moodboard of other TV dramas set in other decades?
- Can you research other crime dramas that feature time travel?
- Research the Sweeney – iconic 70s cop show
- Research David Bowie and 'Life on Mars'
- Research the main actors in the show – other programmes?
- Research the BBC and Kudos Production Company
- Watch 'The Bridge'
- The set episode is Episode 1, Season 3
- Research 'Nordic Noir' what does the term mean? Do a moodboard of films / dramas / novels from this genre
- Research 'Film Noir'
- Research 'Celtic Noir'
- Research female detectives / female leads in Crime Drama – do a moodboard
- Research the production company behind the Bridge

## VOGUE - THE BIG ISSUE

- Research the history of VOGUE magazine
- Visit Vogue's website
- Download Vogue's Media Kit – who is their current demographic?
- Watch 'The September Issue' film / doc
- Research Vogue covers over time – 50s / 60s / 70s / 80s/ 90s / 00s
- Annotate / analyse two of your favourite covers
- Research Sofia Loren – who is she?
- Research the role advertising plays in magazine funding
- Research Conde Nast publishing company
- Research 'The Big Issue'
- Research its funding and its production company
- Download its media kit
- How has the Big Issue evolved – research card readers and what it was forced to do during the coronavirus pandemic?
- Annotate 2 Big Issue Covers?
- Do a moodboard and consider their front cover stars

## ZOELLA - ATTITUDE

- Watch some of Zoella's vlogs
- What are her topics? What are her codes and conventions?
- How does she present herself as a friend / how does she make her vlogs seem personal and intimate?
- Research controversies that Zoella has been involved in
- Who is her target demographic? Why were mumsnet concerned about her?
- How have the ASA regulated vloggers in terms of their advertisements and promotion? What do they have to do now when promoting a product?
- What products has Zoella advertised?
- What merchandise does she sell as part of her brand?
- Research the history of vloggers or social influencers? Where does Zoella fit on the list of most influential or successful vloggers?
- Research her partner and celebrity brother. Do a factfile on both
- Visit Attitude website
- Download their Media Kit – who is their demographic?
- Do a moodboard of Attitude covers and cover stars – technically analyse and consider codes and conventions
- Screenshot 10 stories that are on their website
- Who is the production company for the magazine?
- What social media does ATTITUDE use? Why?
- What adverts are online?