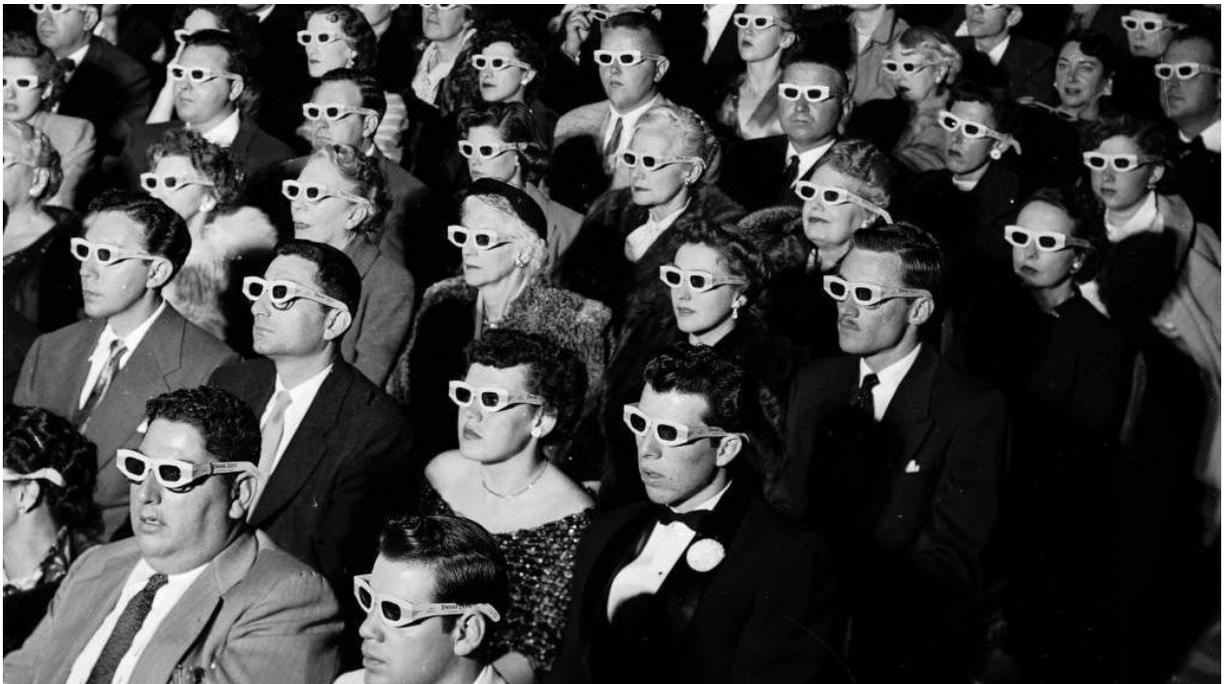


# A LEVEL Media Studies

## Summer Project



**Don't worry if you are new to Media, or those GCSE Media Studies students that have forgotten everything, we'll start from the beginning and build you all up to the same point. There are no right or wrong answers in media and I'm interested in your opinion so be sure to share it with me! Bring the work you complete in this booklet to your first media class.**

## **Welcome to Media Studies!**

My name is Emma, I'll be your Media Studies Lecturer. I'm looking forward to meeting you and getting to know you. This project will help you start to build your media skills and your knowledge of media texts.

### **What to do I need for September...**

- Notebook, pen, organisation – organising your notes from the start will make a big difference
- Wipes and hand gel (always handy!)

### **It would be very helpful to have:**

- A laptop – although the college is open until 8pm, there may be times you have to work remotely again, and this will be helpful to your progression. If you are unable to access a laptop just let staff know.
- Internet access - as we may have to do some online sessions this will be very helpful to support your continued education and progression.
- Smart phone – you will probably have this already but if you don't, don't worry! During lockdown, smart phones became invaluable to some students (and me) to access online sessions and complete creative projects. Many photoshoots for coursework were created using a Smart phone!
- An SD card – you need this for when you start your coursework

### **Important:**

In anticipation of having to do some remote sessions next academic year we will be using Microsoft Teams; it is essential that you have access to this platform. There is an app you can download to your phone, but you can access Microsoft Teams via your laptop also. Please note at times those remote sessions might be an online chat, or an audio call, or a video call, whichever you will always be notified in advance and attendance is essential as well as continuing with your learning. **What will be essential to you during that time will be internet access, a laptop or a just smart phone.**

## Overview of Media Studies

In Media Studies we explore four key concepts:

**MEDIA LANGUAGE**

**REPRESENTATION**

**INDUSTRY**

**AUDIENCE**

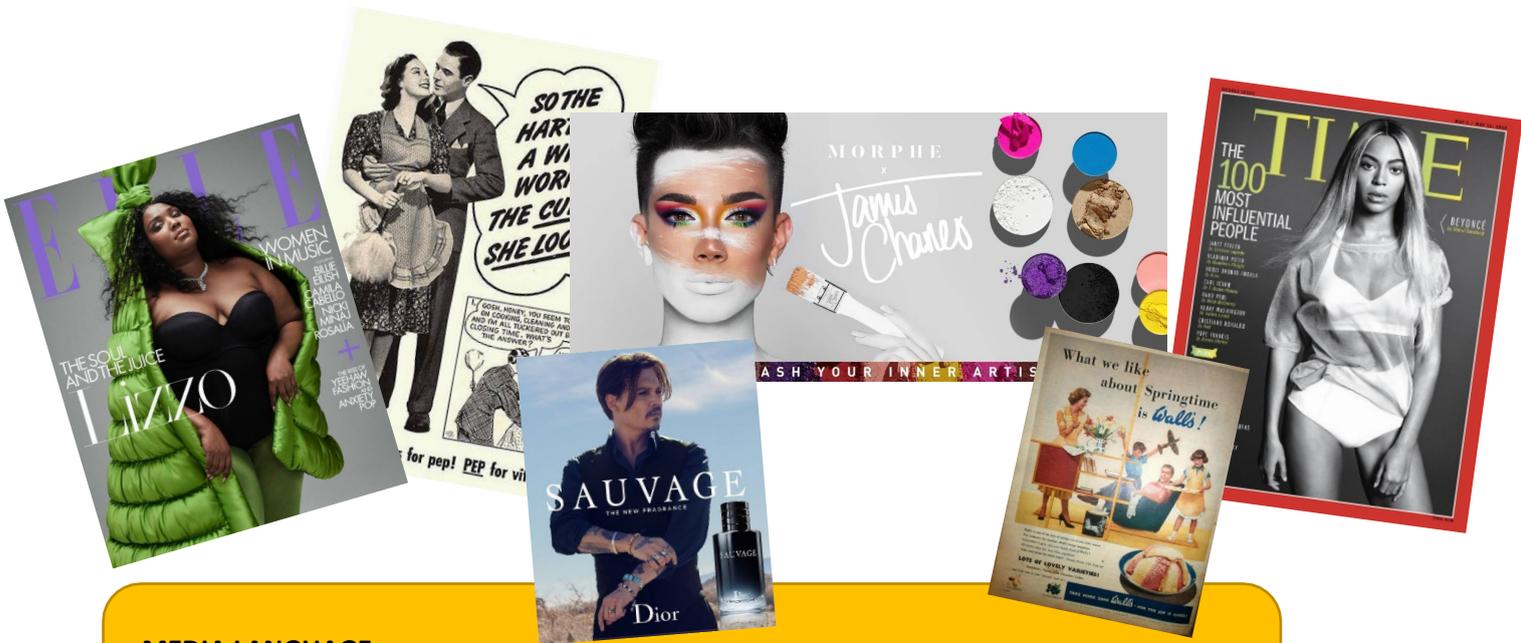
**Coursework:**

You will have the option to create an original film marketing campaign or an original magazine

It will be worth 30% of your final grade

When you study A Level Media you will explore:

- TV – Life on Mars & The Bridge
- MUSIC VIDEOS - Beyoncé & Formation or Dizzee Rascal & Dream with Vance Joy & Riptide
- MAGAZINES - Womans' Realm & Huck
- Film Industry – Black Panther & I, Daniel Blake
- Video Games – Assassins Creed
- Online Media – Zoella/Zoe Sugg & attitude's website
- Advertising – Kiss of the Vampire, Tide and WaterAid
- Newspapers – The Times & The Daily Mirror
- Radio – Late Night Woman's Hour



## MEDIA LANGUAGE

The way in which the meaning of a media text is communicated to the audience through signs and codes. Exploring the use of colour, images, setting, fonts and so on.

## Representation

In Media Studies we look at how the media presents certain things like:

People

Issues

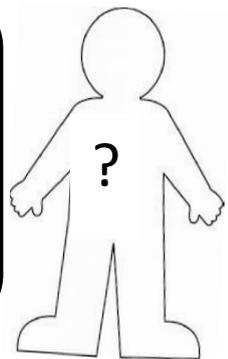
Events

The way these things are presented in media texts can depend on factors like, the political leanings of the producers, the audience and the time in which the text was produced.

## Audience

When you explore a media product consider who is the product for?  
 How is it trying to appeal to the audience?  
 Is it persuading the audience to do something?  
 How has the audience been positioned?

Working out the demographics, psychographics and social grade can be helpful to create colourful audience profiles for your key products.



## Media Industries

When we look at Media industries in Media Studies, we look at the ownership of media companies and how ownership affects the budget and production of different media texts.



You already have a head start in analysis as a Media student because you have grown up surrounded by media texts, so you have already been subconsciously analysing media language for years! If you're feeling nervous don't worry we'll get there together.



## Advert Project

You have been asked to produce a new product soft drink for teenagers. You will need to think of a suitable name and design for your product. Then consider how to market the product successfully. You will plan and design one print advertisement for your soft drink, using what you have available to you.

### **You will need to think about:**

- The name, brand and logo of your product
- A memorable slogan
- Use of images and colour
- Use of endorsement (famous people appearing in ad)
- Choice of fonts
- Use of language and register
- Organisation and layout

### **TASK OVERVIEW FOR YOUR ADVERT PROJECT:**

#### **Task 1**

Research existing soft drinks adverts, what are their key codes and conventions (what do you typically see?).

#### **Task 2**

Select one advert and write an analysis about it. See attached PowerPoint for more guidance

#### **Task 3**

Start to make a plan for your print advert for a soft drink. Pen and paper are fine for this.

#### **Task 4**

Have a go, design a print advert for your product. Remember all of the techniques you have observed when analysing other adverts.

#### **Task 5**

You should always reflect on the progress you have made on your final design. Write a brief reflection giving reasons for your choice of product design and what you would change next time.

### **Task 1 – Research**

Research existing soft drinks adverts, what are their key codes and conventions (what do you typically see?).

- You need to learn the codes and conventions of print adverts.
- This means exploring in detail elements or 'ingredients' such as the layout, use of images, the tone that's being set, the use of colour.
- Overall, what techniques are being used to persuade an audience to buy a product.
- For this particular task you need to create a collage of different print adverts (so no TV or Radio adverts).
- Your collage could be on pinterest, PowerPoint, padlet, it could even be cut and stick on to paper... whatever works best for you

### **Task 2 - Analysis**

- Select one advert and write an analysis about it.
- You need to demonstrate what you have learned from your research in Task 1 but select only **one advert.**
- There is a PowerPoint to help you, but what we are really interested in is your opinion and your ability to analysis and justify your thoughts and opinions.
- You can write your analysis up on Word ideally

### **Task 3 – Plan**

Start to make a plan for your print advert for a soft drink. Pen and paper are fine for this.

- This is your chance to be creative, you've seen how Coca Cola, Fanta, Oasis etc. create their print adverts now you can have a go.
- You need to come up with a name for your soft drink
- Think about who would buy this product (demographics)
- How do you want them to feel?
- How are you going to convince them to buy your product? (Persuasive language? Are you going to sell them a lifestyle they could enjoy if they buy your soft drink?)
- How are you going to attract their attention? (Colour scheme, images and layout should be considered)
- There are no right or wrong ideas
- You could design just with pen and paper or any appropriate software you have available to you.

#### **Task 4 - Design**

**Have a go**, design one print advert for your product. Remember all of the techniques you have observed when analysing other adverts.

- You could create a label for your soft drink and do a photoshoot and include the image in your advert.
- You can include images from the internet, if you wanted a celebrity to endorse your soft drink.
- **If you can** make your print advert using software such as Photoshop (click here for free alternatives <https://wp-modula.com/free-photoshop-alternatives/>) **if not** work with what you have available to you – that might just be pen and paper.

#### **Task 5**

You should always reflect on the progress you have made on your final design. Write a brief reflection giving reasons for your choice of product design and what you would change next time.

- Ideally write your reflection on Word.

**Features of Print Advertisements**

The Copy –  
Look at the writing – what sort of language is it? Is it informative? Is there a slogan?

The Graphics –  
What is happening in the illustration? How does the design affect the message?

The Brand –  
Is there a picture of the product? How important is it to the advert as a whole?

The Ad as a Whole –  
How does it make you feel? Would you buy the product? Why? Why not?

Characters –  
Are there any characters? What is their relationship to each other and to the reader?

Motivation –  
How is the advert trying to sell the product to the target audience?

Story –  
Does the advert tell a story of some kind?

Target Audience –  
Who do you think the advert is aimed at? Why?

Context –  
Does the advert fit into the magazine it appears in?

Reminders of other media –  
Does the advert remind you of another advert, a TV programme, book, or film?

**TASK 2-  
WRITING AN  
ADVERT  
ANALYSIS**

# ADVERT ANALYSIS

- Write an analysis of an advert you have found during your research in Task 1.
- For this task your aim is to write all about **how** the advert was designed to persuade someone to buy the product.
- You should write about a page of A4.
- In your analysis you could identify the demographics of the audience (age, gender, race etc.)
- Prior to your analysis you could research Gunn's 12 Types of Advertising and apply to your written task.

# WRITING AN INTRODUCTION

- Start your analysis by discussing the advert in general. Here are some things you may wish to think about.
  - What is it advertising?
  - How does advertising affect you in everyday life?
  - What was your 1<sup>st</sup> impression of the advert? How did it make you feel?
  - Why?
  - Where would this advert appear?
  - Who is the advert aimed at – your target audience? (Could discuss the **demographics**, and if you wanted to go beyond this you could also look at the **psychographics** – Google Images can help with your research of these terms)

# THE MAIN BODY OF YOUR ANALYSIS

- In this section you need to say **how** the advert tries to persuade its target audience. Write a brief paragraph on each 'ingredient'. Say;
  - What your 'ingredient' is. Use the correct terms e.g. slogan, alliteration, repetition etc.
  - Why this 'ingredient' helps persuade the audience to buy the product.
  - How it makes the person looking at the advert feel (happy, envious etc)
  - This should be the longest section.
- You can also look at the learning mat 'Features of Print Adverts' to help you here too.
- **There is no right or wrong answer it's what you think and how well you justify your point**

# YOUR CONCLUSION

- Sum up the advert. You need to decide whether you think your advert was persuasive or not.
  - Say which feature you thought was the most effective and why.
  - How did the advert make you feel?
  - Would you buy the product? Why?

# POTENTIAL KEY WORDS – MIND YOUR SPELLING!

Slogan

Alliteration

mise-en-scene

Repetition

Brand

Celebrity Endorsement

Target Audience

Pun

Logo

Persuasive language

Focus

Direct mode of address

Humour

Camera angle/ shot size