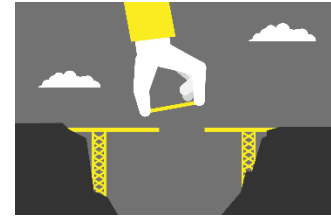





# Bridging the Gap – Media Studies



| Course Title   | Examination Board & Web Address  |
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| A-Level Media Studies  | EDUQAS <a href="http://www.eduqas.co.uk">www.eduqas.co.uk</a>  |
| <b>Units/Topics Studied:</b><br>Component 1: Investigating the Media<br>Component 2: Investigating Media Forms and Products<br>Component 3: Media Production   |  |
| <b>Bridging Task</b><br><b>Part 1: Media Terminology.</b> Find definitions and examples of the following media terms: <ol style="list-style-type: none"> <li>1. Mise-en-scene</li> <li>2. Iconography</li> <li>3. Camera Shots</li> <li>4. Diegetic sound</li> <li>5. Non diegetic sound</li> <li>6. Representations</li> <li>7. Stereotype</li> <li>8. Colour connotations</li> <li>9. Moral panics</li> <li>10. Uses and Gratifications Theory</li> </ol>   |  |
| <b>Part 2:</b> Choose <b>ONE</b> of the following tasks to complete  |  |
| <p style="text-align: center;"><b>Task 1: Genre Conventions</b></p> <p>Research <b>3</b> different types of media text from the list below. For each produce a montage/mood board (in colour) and list the key features they have in common (common conventions):</p> <ul style="list-style-type: none"> <li>• Film posters (separate into genres)</li> <li>• DVD sleeves</li> <li>• CD sleeves</li> <li>• Magazine advertisements</li> <li>• Magazine front covers ( separate into genres – music, lifestyle etc)</li> <li>• Magazine double page articles</li> <li>• Billboards</li> <li>• Website home pages</li> </ul> | <p style="text-align: center;"><b>Task 2: Script Writing/ Film Posters</b><br/><b>EITHER</b></p> <p><b>Script Writing</b><br/>Explore the opening sequences of a selection of films from your favourite genre. Using your research of key conventions, attempt to write the opening sequence (minimum 3 pages) of a fictional new film of the same genre.</p> <p style="text-align: center;"><b>OR</b></p> <p><b>Film Posters</b><br/>Choose your favourite genre of film. Explore the layout and design of several posters for this genre. Attempt to create an authentic poster for a fictional new film of the same genre, using your own photography for the visual imagery.</p> |
| <p style="text-align: center;"><b>Task 3: Representation -The News</b></p> <p>Choose a recent news event and research a variety of different newspapers that have reported on this same event. Ensure that your research includes both broadsheet and tabloid newspapers and explore the differences in the ways each newspaper reports on the same event.</p>   | <p style="text-align: center;"><b>Task 4: Audience:</b></p> <p>Find examples of media texts which have been constructed to appeal to:</p> <ul style="list-style-type: none"> <li>• Women</li> <li>• Men</li> <li>• Youth</li> <li>• The elderly</li> </ul> <p>Explore the key features which have been used to appeal to/position this specific audience.</p>  |
| <p>The two tasks will be graded A-E. In Task 1 I will be looking for the correct answers. In Task 2 I will be looking for evidence of research, media understanding and the skill of communicating ideas. Good Luck!</p>   |  |