

Task 1 – Media Language and Representation

750 words

Pick a music video or a television programme of your choice.

Costume and appearance – 250 words

- a) **Describe (denotation):** the costume and appearance of **one person** in **one scene**.
- b) **Analyse (connotations):** how does the costume/appearance construct a representation of the person?

Location, setting and décor – 250 words

- c) **Describe (denotation):** the setting and decor of **one location** in **one scene**.
- d) **Analyse (connotations):** how does the setting/decor construct a representation of the place?

Cinematography – 250 words

- e) **Describe (denotation):** the camera angle, shot type, framing, camera movement and lighting in **one shot**, using technical terminology.

Note: you can find the basic technical terminology on this website:

<https://www.mediacollege.com/video/camera/>

- f) **Analyse (connotations):** how does the cinematography construct a representation of the place?

Task 2 – Audience and Industry

300-500 words

Identify a specific media text of which you are a fan. This could be a particular music artist/band, video game, television programme, film, blog, radio show, magazine or newspaper.

- a) Write about how and why it appeals to you. Can you apply the Uses and Gratifications theory? (<https://www.bbc.com/education/guides/zg24frd/revision/3>)
- b) Do you, or other fans of the text, display any fan behaviour around the media text? E.g. connect with other fans/the official page on social media, attend conventions, read about the producers/stars online, seek out other texts the producers/stars are in, buy merchandise, consume spin-offs? If so, give examples of what is available for fans and of what pleasures do these fan behaviours offer?
- c) What companies are responsible for producing the text? E.g. production company, record label, publisher etc. Look them up on Wikipedia. Are they owned by a larger company (conglomerate)? What other companies are owned by the conglomerate? What values do the company or companies represent? How are they reflected in the media text of which you are a fan?