

## Media Studies Summer Holiday Project 2020

Due in your first lesson in September to Mrs Karir/ Mrs Green

### Television: The Golden Age

#### Task 1:

Your task is to watch the film/ an episode from one of the following:

- Real Humans (TV)
- Mr Robot (TV)
- AI – Steven Spielberg (Film)
- iRobot (Film)
- The Stepford Wives (Film)
- Shaun of the Dead (Film)

and create a fact file based on the following

Answer the following in detail:

- What genre is the television series/film?
- What are the names of the main characters and what are their roles?
- From watching it, how have **enigma** codes<sup>1</sup> been used. (200-300 words)
- Who would you say the target audience and why?

\*Feel free to watch more episodes and/or more than one on the list

#### Task 2:

Come up with a brand new idea for a television series of your choice for a target audience of 22-38 year olds. You must decide on the title of your series, at least two characters, and create a plot synopsis of your idea. Explain why your idea will be successful.

You can choose the format in the way you present this- you may want to make a vlog of your idea, a presentation or Prezzi, or written format.

<sup>1</sup> Enigma code – something that engages the audience's brain. Makes them ask questions or make predictions.

## Print Media

### Task 3

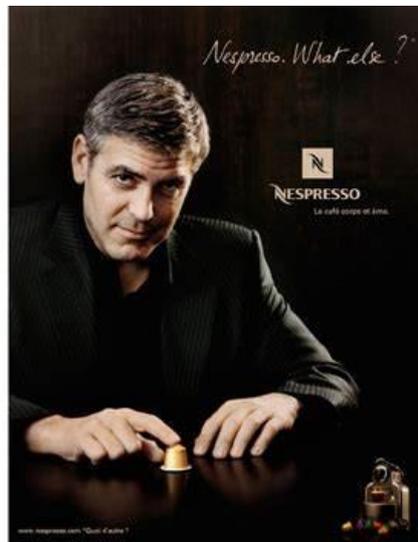
Analyse the mise en scene of the still shot from a film below. Reminder of what the 'mise-en-scene' is in Appendix 1.

Remember to analyse the connotations (what is implied):



### Task 4

Using the same skills as task 3, explain how the target audience of the middle aged are being positioned (made to think/act a certain way) by this advert. (200 words)



Use the following terms (if you do not know, find definitions online and make a terminology bank):

**Colour**

**Cover Model**

**Background**

**Foreground**

**Direct Address**

**Slogan**

**Brand Identity**

**Task 5:**

Watch the video below on left/right wing politics.

<https://www.youtube.com/watch?v=JlQ5fGECmsA>

Then, explain how the political bias of this newspaper is shown through its front cover. (200)



Challenge: Can you use this media language in your answer (you may need to research online for definitions/examples)

**Headline      Anchorage      Puff      Central Image      Standalone**

Extra challenge: Is this typical of this newspaper? Does it usually portray this political party this way?

## Representation

In media, the way individuals, groups and ideas are represented is key. The idea is that media producers are aware of the messages they convey in a media text. Even by using stereotypes, the fact they have repeated this means they are on board with the message it sends out about that group of people.

### Task 6:

Look at this advert for a computer game below. What stereotypes, archetypes and countertypes are used here (Google any of these terms you do not know)



Now, explain your answer to the question below:

**What ideas could be cultivated about women by this poster?**

### **Task 7:**

Problematic representations are everywhere. Watch this 1980s music video to 'Hungry Like the Wolf' by Duran Duran and answer these questions:

<https://www.youtube.com/watch?v=oJL-ICzEXgI>

1. Which of Propp's character types are at play (see Appendix 2 for support)?
2. Why might the representation of women in this music video be problematic?
3. Why might the representation of ethnicities in this music video be problematic?
4. How could this music video be seen to be a product of its time?

### **Preparation for September 2020**

In Media Studies A Level, you are given set texts to study and analyse in extended writing tasks. You may also be asked smaller mark questions that require you to show off your knowledge of the media industries or a specific media product.

At the start of your course in September you will be asked to do this. Below are the tasks and media products you need to complete to be able to access these initial tasks. In a sense they will be your 'Set Products' that you are tested on.

### **Task 8:** Industry research.

For the film 'Straight Outta Compton' (2015) complete the following tasks:

1. What type of film is Straight Outta Compton (independent or mainstream)? How do you know? What are the features of this type of film?
2. What production company made Straight Outta Compton? What conglomerate<sup>2</sup> owns this production company? Do you think being part of this conglomerate makes the production processes easier or harder?
3. Who are the BBFC? What rating did they give Straight Outta Compton? Why?
4. How did the marketing campaign use convergence<sup>3</sup> and viral marketing for their benefit?. (Hint – look at 'straight outta somewhere' and the work Dre was doing at the time)
5. How does the poster below engage the fans of the NWA?

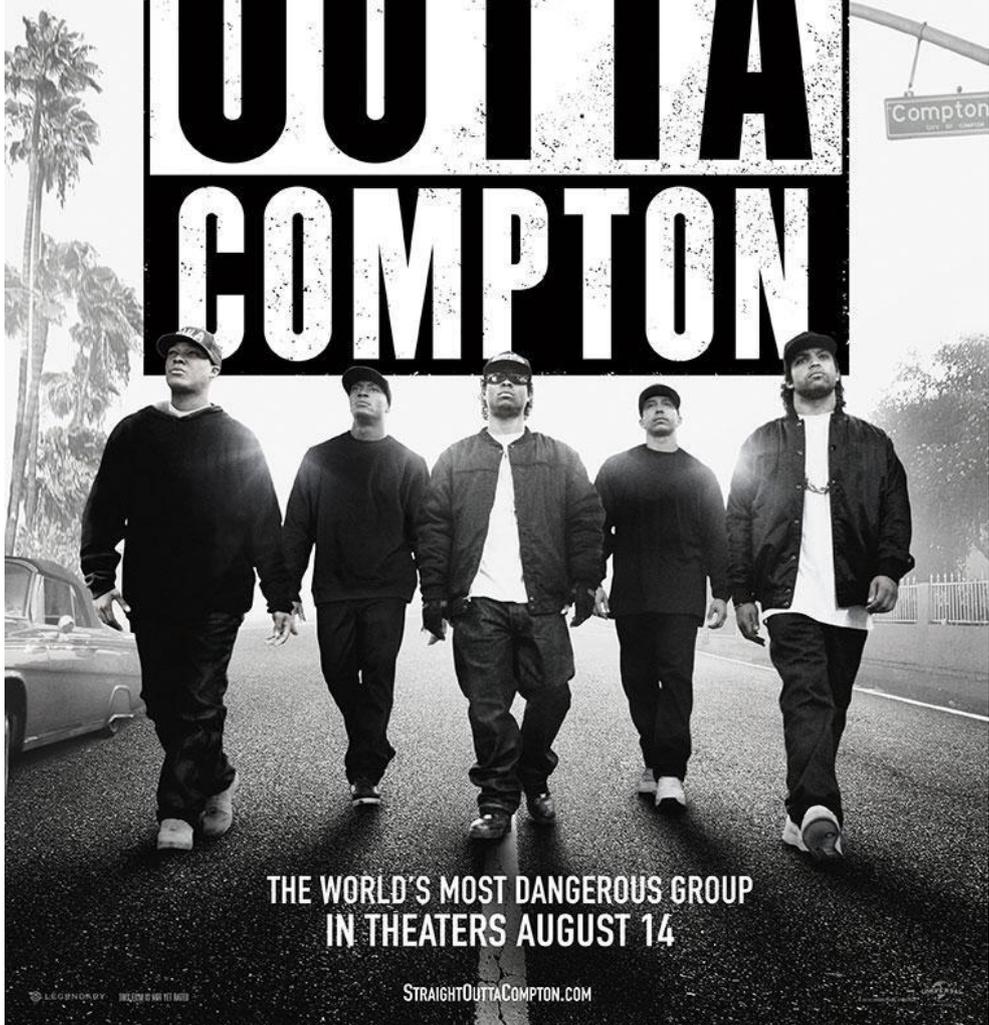
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<sup>2</sup> Conglomerate - describes companies that own large numbers of companies in various mass media such as television, radio, publishing, movies, and the Internet.

<sup>3</sup> Convergence – a process through which different media forms cross and overlap with one another

DR. DRE EAZY-E ICE CUBE  
MC REN DJ YELLA

# STRAIGHT OUTTA COMPTON



THE WORLD'S MOST DANGEROUS GROUP  
IN THEATERS AUGUST 14

LEGENDARY PRESENTS

STRAIGHTOUTTACOMPTON.COM

### **Task 9:** Newspapers

Look at the issue of The Sun below and answer the questions:

1. How has the audience been positioned towards Brexit?
2. How does the newspaper show its political allegiance<sup>4</sup>?
3. How is Britain represented?
4. The average reading age in Britain is 8 years old. How do the sun engage that audience?
5. How is iconography<sup>5</sup> used?



<sup>4</sup> Political allegiance – the political party/wing a media text supports

<sup>5</sup> Iconography – the use of symbols that are strongly connected to an idea (e.g. skull and cross bones is **iconic** of pirates)

Text reads: **The SUN says:**

Rebel Tory MPs could today destroy their Prime Minister, their Government and the Brexit the 17.4 million majority voted for.

A “peace” deal struck last night for 15 knife-edge Commons votes is still a huge risk, and only post-pones an inevitable showdown.

In the end Remainer MPs have a simple choice: trust the people of Great Britain ... or trigger a shameful betrayal.

**Task 10:** The music industry

First, watch the music video below and make notes on the representation of:

- Black people
- Police
- Violence
- White people

<https://www.youtube.com/watch?v=KG7KDsURQXo>

Secondly, look at the two clips below and explain in 200 words how Dream is using intertextuality<sup>6</sup>.

<https://www.youtube.com/watch?v=291ET6Py6H8>

<https://www.youtube.com/watch?v=spQY2FbCUtM>

Thirdly, read the article below and write a summary of the choices behind Dizzee Rascal’s dress code of a ‘hoodie’.

<https://www.theguardian.com/uk/2011/aug/09/power-of-the-hoodie>

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<sup>6</sup> Intertextuality – referencing other media texts implicitly (a poster for an existing film in the set of a sitcom) or explicitly (sampling a track on a music video)

## APPENDIX 1:

### MISE EN SCENE

This term literally means — everything within the scene/image. When you are given a media text you need to comment on what choices the director/producer has made. Focus on the following codes.

**Setting** — where the scene/text takes place

**Props** — objects/things that accompany the text, they are carefully chosen by directors/producers

**Non-Verbal Communication (NVC)** — the expressions and body language of the characters

**Dress** — what the costume/make up communicated about the character/product

**Colour** — what colours they use. Bright v dark colours create meanings.

## Propp's Character Types

1. **Hero:** Traditionally the hero is a male protagonist whose role it is to restore normality or equilibrium. He does this by defeating the villain(s) and winning the love of the heroine. (e.g. Shrek)
2. **Villain:** The villain is the cause of the disruption and the enemy of the hero. The villain may also be a threat to the safety and the well being of the heroine. (e.g. Lord Farquaad)
3. **Dispatcher:** The dispatcher sends the hero on a journey to restore equilibrium. The dispatcher may also be the father or a father figure of the heroine, sending the hero on a quest to see if he is worthy of his daughter. (King Harold)
4. **Donor:** The donor gives the hero something to help him along his journey. This gift may be a piece of advice, a skill or an object such as a weapon. (the muffin man — creates the gingerbread that helps Shrek)
5. **Helper:** The helper assists the hero in restoring equilibrium. The helper may be a sidekick, with the hero throughout, or someone he meets along the way. (e.g. Donkey)
6. **Heroine:** The heroine is usually a passive and vulnerable character, threatened by the villain and needing rescuing by the hero. (e.g. Princess Fiona)
7. **False Hero:** The false hero is a character who initially seems to be on the side of the hero but who turns against him or deceives. (e.g. Prince Charming)