

## Media Studies: Summer Work

<b><u>Compulsory</u></b>	<p>Read through the WJEC Eduqas A - Level Media set product fact sheets. These can be found here: <a href="http://www.eduqas.co.uk/qualifications/media-studies/as-a-level/">http://www.eduqas.co.uk/qualifications/media-studies/as-a-level/</a> &gt; digital resources &gt; A Level Fact sheets: Set Products for Component 1</p> <ul style="list-style-type: none"> <li>• Make notes on the fact sheets for the Tide print advert and Kiss of the Vampire film poster</li> <li>• Complete further research for both products</li> </ul> <p>Minimum expectation of a side of A4 for each media product.</p>		
	<p><b>Tide Washing Powder</b></p> <p>Annotate two print based adverts for Tide Washing Powder from the 1950s. Below are links to two suggested adverts for this task.</p> <p><a href="https://elmend01.files.wordpress.com/2014/09/tide.jpg">https://elmend01.files.wordpress.com/2014/09/tide.jpg</a></p> <p><a href="https://markosun.files.wordpress.com/2015/07/ads17-1950.jpg?w=1000">https://markosun.files.wordpress.com/2015/07/ads17-1950.jpg?w=1000</a></p> <p>Research and annotate your chosen images. Look for:</p> <ul style="list-style-type: none"> <li>• Cultural and historical context of the brand and time period</li> <li>• Connotations of colour</li> <li>• Representation of gender</li> <li>• Use of language. Who is the advert aimed towards and why?</li> </ul>		
	<p><b>Research the codes and conventions of the ‘monster movie’ film poster.</b></p> <p>Make notes about compositions (layout), fonts, colour, representation of ‘the monster’ and (usually female) victims. The ‘Universal Monsters’ and ‘Hammer Horror’ productions would be a good place to start.</p> <p>Research Hammer Horror films – minimum expectation is a side of A4 paper.</p> <p>After completing your research, annotate two ‘monster movie’ posters.</p> <ul style="list-style-type: none"> <li>• The Evil of Frankenstein (1964) <a href="http://www.imdb.com/title/tt0058073/mediaviewer/rm2369393664">http://www.imdb.com/title/tt0058073/mediaviewer/rm2369393664</a></li> <li>• Blood from The Mummy’s Tomb (1971) <a href="http://www.imdb.com/title/tt0068290/mediaviewer/rm865789440">http://www.imdb.com/title/tt0068290/mediaviewer/rm865789440</a></li> </ul> <p>Complete an analysis of the two posters (1000 words) which answers the question: <b>Compare how well the two texts use the codes and conventions of the genre to create traditional ‘movie monster’ posters.</b></p>		
<b><u>Optional</u></b>	<p><b>Watch the two set films in preparation for September:</b></p> <ul style="list-style-type: none"> <li>• <i>I, Daniel Blake</i> (2016)</li> <li>• <i>Black Panther</i> (2018)</li> </ul>	<p>Read a selection of same date issues of <i>The Times</i> and <i>The Daily Mirror</i> newspapers.</p> <p>Compare and make notes on how the same stories are reported.</p>	<p>Read through my <b>‘For the love of media’</b> word document. Here you will find a range of media texts to consume.</p> <p>This is a recommended list that will give you a varied introduction to media forms.</p>

Be ready to show your notes and hand in your essay on the first lesson back after the holiday. Take yourselves seriously. This means viewing yourselves as young intellectuals, taking responsibility for your education, and coming prepared.