

Bridging Project

Subject: Media Studies



2018

Student Name:

Media Studies Bridging Project

Overview of Subject

The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase.

Aspects of this framework are studied in the following way across the three components:

- Component 1 – Media Products, Industries and Audiences
- Component 2 – Media Forms and Products in Depth
- Component 3 – Cross-Media Production

The WJEC Eduqas A level in Media Studies offers a broad, engaging and stimulating course of study which enables learners to:

- demonstrate skills of enquiry, critical thinking, decision-making and analysis
- demonstrate a critical approach to media issues
- demonstrate appreciation and critical understanding of the media and their role both historically and currently in society, culture, politics and the economy
- develop an understanding of the dynamic and changing relationships between media forms, products, industries and audiences
- demonstrate knowledge and understanding of the global nature of the media
- apply theoretical knowledge and specialist subject specific terminology to analyse and compare media products and the contexts in which they are produced and consumed
- make informed arguments, reach substantiated judgements and draw conclusions about media issues
- engage in critical debate about academic theories used in media studies
- appreciate how theoretical understanding supports practice and practice supports theoretical understanding
- demonstrate sophisticated practical skills by providing opportunities for creative media production.

Aim

The purpose of this bridging project is for you to:

Begin thinking about the way various types of media are produced and presented to you, and the various ways you receive and interpret these messages.

Advertising:

I would like you to research a current advertising campaign across its various formats. For example, a TV commercial will also have corresponding adverts in the printed press, on posters, on Facebook/Twitter/YouTube and other social media.

1. What type of customer is being targeted? You will need to analyse the following:
 - a. Language (ambiguities and underlying meanings, persuasive devices, etc.)
 - b. Images (colours and symbolism therein, positioning of prominent images, etc.)

- c. Representations (of gender, class, wealth, aspirations, etc.)
2. What formats are being used and how do these target the customer? Think about:
 - a. Why has print or digital media been used? E.g. an advert for pensions is unlikely to find the desired audience on YouTube.

Recommended Resources:

Web-based resources:

David Gauntlett's website(<http://theory.org.uk/>) covers a range of theories and theorists with substantial context and links to further articles and interviews.

Daniel Chandler's website (<http://visual-memory.co.uk/daniel/media/>) covers a range of theories and theoretical approaches, including:

- Cultivation theory (Gerbner) <http://visual-memory.co.uk/daniel/Documents/short/cultiv.html>
- Semiotics <http://visual-memory.co.uk/daniel/Documents/S4B/>
- Introduction to genre theory
http://visualmemory.co.uk/daniel/Documents/intgenre/chandler_genre_theory.pdf
- Henry Jenkins' blog covers a wide range of media forms – mostly based around fandom:
<http://henryjenkins.org/>
- Clay Shirky: video talk on 'end of audience' at LinkedIn's Brand Connect 12 in New York:
<https://www.youtube.com/watch?v=-8ChDh-y8Q>

Music Video:

Dancing in the Distraction Factory: Music Television and Popular Culture by Andrew Goodwin. Published by University of Minnesota Press (31 Dec. 1992); ISBN: 978- 0816620630.

Experiencing Music Video: Aesthetics and Cultural Context Paperback by Carol Vernallis. Published by Columbia University Press (5 Sep 2004); ISBN: 978-0231117999.

Article: Audio-visual poetry or a commercial salad of images? By Sven Carlsson
http://filmsound.org/what_is_music_video/

Television:

National Media Museum – various articles and resources related to TV history (e.g. history of TV advertising) and technology.

Useful for background information.

<http://www.nationalmediamuseum.org.uk/collection/Television/TelevisionArticlesFactSheets>

British Film Institute Screenonline resource – guide to British TV industry, history, genres etc.:
<http://www.screenonline.org.uk/tv/index.html> Information about the BBC/ public service broadcasting: <http://www.bbc.co.uk/aboutthebbc/insidethebbc/whoweare/ataglance>

Article about funding and other issues in relation to The Bridge:

https://ec.europa.eu/programmes/creative-europe/content/creative-europe-backsscandinavian-crime-saga_en

Advertising:

History of advertising in the USA: <http://adage.com/article/adage-encyclopedia/history1950s/98701/>

Jean Kilbourne (creator of Killing Us Softly: Advertising's Image of Women film series) discusses the issue of female body image in advertising and the potential effects that images of unrealistically thin and flawless women can have in society:

https://www.youtube.com/watch?annotation_id=annotation_493134379&feature=iv&src_vid=PTImho_RovY&v=jWKXit_3rpQ

Magazines:

Magforum has wealth of information: <http://www.magforum.com/>

Video Games:

Video Games The Videogame Business by Randy Nichols. Published by BFI Palgrave Macmillan (Aug 2014); ISBN: 9781844573172.

Assassin's Creed III Liberation review: <http://metro.co.uk/2014/01/15/assassins-creedliberation-hd-review-girl-fight-4264164/>

Interview with writer about the process of creating the game: http://business.financialpost.com/fp-tech-desk/post-arcade/assassins-creed-iii-liberationwriter-jill-murray-on-how-story-and-gameplay-can-go-hand-in-hand?_lsa=b295-dd1e

Interview with composer of music for the game: <http://www.gamezone.com/originals/interview-assassin-s-creed-iii-liberation-composerwinifred-phillips>