

Media Studies Transition Project

At A-Level we follow the **EDUQAS Specification** and will study the following topics:

Media Language, Audiences, Representation and Industries

The sectors we look at include audio visual and print advertising, Film marketing, music videos, podcasts, video games and UK newspapers

<https://www.eduqas.co.uk/media/d3fbs2s3/eduqas-a-level-media-studies-spec-from-2017-e-02-03-2020.pdf>

The A level course has a balance between analysis and understanding of previous products (70% over two exams) to creating your own media texts (30% Coursework project)

We'd like you to attempt **all four** tasks in this pack but in any order, (check the difficulty rating if you prefer) and bring them to enrolment in August, but if you'd like to get in touch about the tasks, get some feedback or find out more about the course, please email Terry Wilks at twi@woking.ac.uk

I hope you enjoy completing the four tasks, good luck!

Task 1: Understanding Media Language (Difficulty 3/5)

Write a 500 word analysis on the non-verbal language used in this Renault car advert. Answer the following:

<https://youtu.be/MrNCVAqbCDO>



1. How does the advert help sell the car?
2. What is the long-lasting message about the Renault Clio as a brand and model of car?
3. Why have they chosen a same sex couple to star in the advert?
4. Describe the music, location and prop choice for the advert
5. List some of the camera angles and movement which help you understand the story

Task 2: Printed advertisements influencing audiences (Difficulty 2/5)

Write a 500 word analysis on the construction of this James Bond film poster. Answer the following:



1. How does the poster help promote the film?
2. What conventions of the action film genre is it using and why?
3. Describe the font, layout, colour, background and cast choice in the poster?
4. What enigmas (questions) does the poster leave us with?

Task 3: Audience targeting (Difficulty 4/5)

Write a 500 word analysis on the way this 1950 Hoover advert directly targets a certain group of people.

**New slim-silhouette
HOOVER
Convertible**

**Gets the deep-down dirt
other cleaners miss**

*the cleaner with
the Automatic Shift*

HOVER
FINE APPLIANCES
... around the house, around the world

Colors stay bright in a Hoover home! The new Hoover Convertible "beats, as it sweeps, as it cleans," gets all the deep-down dirt that other cleaners miss. Once over lightly, and wilted colors bloom again. Guide an easygoing Hoover through your home and see the difference. It's the next best thing to redecorating!

Extra power for attachments—Automatic Shift gives you 50% more suction for off-rug cleaning. Just click in the converter, and your Hoover automatically shifts into high gear for cleaning furniture, draperies, bare floors. See your Hoover dealer soon. Easy budget terms available.

A clean "playground" for your child—clean deep down—and what a comfort that is to know! Deep cleaning means longer rug life, too (almost all rug manufacturers recommend Hoover).

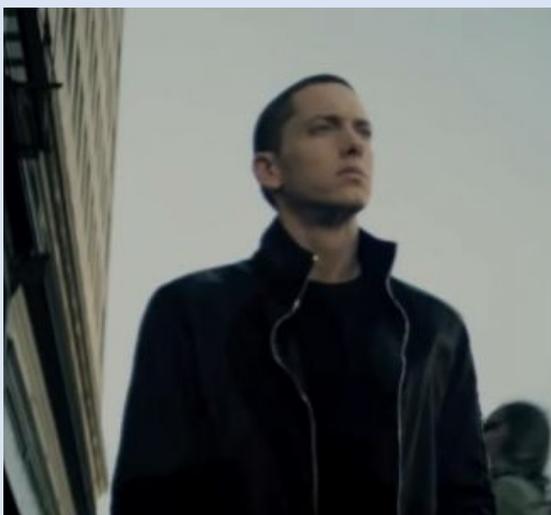
Hoover Fine Appliances—Combination, Convertible, Floor and Durolite Cleaners, Floor Polisher, Steam-Dry Iron—made and serviced throughout U. S. A. and Canada

1. How does the advert help sell the Hoover?
2. Who do you think the target audience is? Why? Age, gender, nationality, house role etc
3. Why do you think there is so much text on the advert? What 1950s conventions do we see?
4. Describe the choice of drawn female, her appearance and chosen facial expression.
5. Describe the choice of language (lexis) and how it may persuade the audience to buy the product?

Task 1: Understanding Media Language (Difficulty 3/5)

Write a 500 word analysis on the construction of this high budget music video from Eminem (some explicit lyrics)

<https://youtu.be/j5-yKhDd64s>



1. How does the music video promote Eminem as an artist?
2. What common conventions of hip hop/rap do we see or hear in the lyrics?
3. Is there any sort of regulation that needs to be shown on this product? Why?
4. Describe the budget for this music video and why it could be considered "Mainstream"
5. List some of the camera angles and movement which help you understand the story of the music video. Describe the narrative of the video.