



## YEAR 11 INTO YEAR 12 TRANSITION WORK

This assignment has been designed so that we can assess what you can do. Don't worry – we realise that many of you may have limited experience of Media Studies and this task has been set with this in mind. However, remember that you will be starting an A Level course and we ask for **good quality** responses. This assignment should represent at least four hours of work.

You are required to submit your work to **Google Classroom on the first Friday back in September.**

### Task 'Advertisement and Marketing': Compare and contrast how effective two advertisements are in selling their products to the audience

Choose **two adverts**. These could be for different products from different platforms, or the same. For example, commercial advertising for consumer goods from either print, online and/or audio-visual advertising.

Write a comparative analysis of the adverts, in essay form. You should aim to write **1,000 words** (approximately two typed A4 pages). You may include screen shots and images to illustrate your points. Please include print outs, screen shots or web links for your chosen adverts along with your essay. Remember that media is an essay-based subject, so the **quality of your written expression** is important.

### Step By Step Analysis:

- **Introduction**- write an introduction with an overview of each advert. What products are being sold, what type of platform is this advert from, why did you choose it?
- **Media Industries**- who is behind each advert (creating and funding)? What do you know about each brand and their ideology?
- **Media Contexts**- when, where and how were the adverts released and does this have an impact on the success of the advert?
- **Media Audiences**- who do you think is the intended target audience of each advert? Consider age, gender, status, wealth, interests, culture etc.
- **Media Representations**- Who or what is the main focus of the advert? Do they use characters/people/animals/ cartoons/celebrities? Why, what is the intended effect? How is each product represented and why?
- **Media Language**- deconstruct the adverts, considering the **codes and conventions** used to sell the product. Here are some ideas:
  - What is the **narrative** (storyline)?
  - Consider the **brand and/or product name** - What connotations does this name have?
  - Is there a **Slogan**? What does it say? What techniques are used? What is the intended effect?
  - Does the advert include a **logo**? Is it an image, lettering, graphic or something else? How is it presented to the audience in the advert?
  - How are **colour and lighting** used?
  - Is there a colour scheme?

- Identify interesting **camera angles and shots** and explain the effect of these.
- Is there any use of **sound, dialogue or music** that adds to the effect?
- What **typography** (font style, shape, size) is used and why?
- Explore the **mise-en-scene** (everything in the shot) props, set, costume, makeup and overall layout.
  
- **Conclusion: How do all the above features help to sell the product?** How do they get the audience's attention? How do they 'sell' the product to the audience? Which one is more effective and why?

**We will use your this assignment in the first few lessons back so please make sure you are prepared!**

If you have any questions please email Mrs Grant: [grantl@ilsley.bham.sch.uk](mailto:grantl@ilsley.bham.sch.uk)

Reading List: Audio-visual set texts for Media Studies A Level from 2017

**Film**

*Straight Outta Compton (2015)*

*I, Daniel Blake (2016)*

**Television**

*Humans (at least series 1)*

*The Returned (at least season 1)*

**Video Game**

*Assassin's Creed III: Liberation (2012)*

**Music Video**

*Beyoncé Formation (2016)*

*Dream, Dizzee Rascal (2016)*

*Vance Joy Riptide (2013)*

Purchasing and watching the set texts

The study of the video game unit will involve looking at marketing, media industries and audiences, so you do not necessarily need to play the game. However, it would be helpful if you were familiar with it, so please take any opportunities you have to access the game itself.

TV and film texts will need to be watched in full. The DVDs can be purchased online, or you may be able to access some of them via a Sky Movies account.

Music videos can be accessed via YouTube.

**You are expected to buy the set texts and to have watched them before they are studied in class, so please make appropriate arrangements to access the above texts, particularly for film and TV.**

Wider watching and reading

Over the summer, and during your two-year study of the course, you **should be regularly watching, listening to and reading a variety of media texts across all media platforms**. If you do not already, please get into the habit of buying the occasional newspaper (not always the same one), accessing news online, and listening to/watching a variety of programmes on radio, television and online.

Present a creative analysis of **four** extracts from Television News Programmes

**Consider:**

- Form
- Codes and Conventions/Rhetoric of presentation
- Media Language and how this contributes to meaning and form
- Representation of people, places and events
- Include clips and annotated stills from the excerpt



**Due Date: First week back in September. All research and planning must be uploaded to your A2 Media Studies blogs and PLCs completed**