



St Mary Redcliffe and Temple School Sixth Form

Year 11 Into Year 12 Transition Task

Subject: Media Studies

SMRT Sixth Form takes students from a wide range of schools who have studied a variety of GCSE syllabuses. We want to ensure that everybody is equally able to access the content of the A Level and so the following tasks give you a chance to ensure you are fully prepared.

At SMRT 6th Form we use the Eduqas Media Studies specification.

To ensure you are ready to fully access the A Level Syllabus you should attempt these tasks:

Section A - Essential

Find one recent/current print advertisement for any product with people in it (from a magazine or printed from the internet if you have this facility).

Prepare a PowerPoint or large Mindmap, analysing the advertisement, focusing on the following points

- Who do you think is the target audience for your advertisement? How do you know?
- What kind of realism is being attempted in the advertisement? Consider verisimilitude (the construction in a text of a plausible, believable world) or if the advertisement is clearly anti-realist, how and why has this been created?
- Who is being represented in the advertisement (who is present)? What types of messages about gender/ethnicity/age are being suggested? Think about the way that the advertisement has been shot, edited, the layout, typography, language used.
- Do you think that the advertisement uses stereotypes or subverts (challenges) them?
- What can you find out about the brand/product being advertised e.g. what other products does the company make; how much money is the company worth?

This will be presented in class. Either to the whole group or in smaller groups of three or four students.

Section B – Desirable

Task 1

Read this article about how BAME and LGBTQ+ representation is above the average for the UK's creative industries.

[Not so white, male and straight: the video games industry is changing | Games | The Guardian](#)

Answer these questions as you read it

What does it say about representation?

Do you agree or disagree with the views in this article?

Task 2

Watch this YouTube video from 'The Media Insider' which covers the A-Z of Media Studies.

[Media Studies - The A-Z Guide - YouTube](#)

Make notes on the following as you watch it

Bullet point 8-10 key points from the video.

How does this relate to anything you have studied in the past?

Section C – Challenge

Read the following website, listen to the podcast and do the following tasks: BBFC Podcast Episode 07 - Rating Films 15 | BBFC Write an overview of the podcast – what it is about, the issues it discusses and why it might be relevant to your study of Media at A level. Give your opinion on the text and podcast– what you liked/disliked about it and why we have chosen it for you to study. We hope you enjoy these activities. We look forward to seeing you in September. SMRT 6th Form Media Studies