

NOA Sixth Form



A Level Media

Bridging Work 2023

To support you in your transition into sixth form and onto A Level/Level 3 courses, it is important you are prepared for this transition. Bridging work will help prepare you for the start of sixth form and allow you to see what this work may be like.

All work will need to be handed into teachers in your first lesson back after the summer. If you have any questions regarding the work, please email the teacher below.

Miss Hall: Head of Media

Beth.hall@northoxfordshire-academy.org

A Level Media - WJEC/Eduqas

Welcome to Media Studies! You may have already studied Media GCSE at Level 2, however if you haven't not to worry - this bridging work will give you an opportunity to investigate key media concepts, platforms and theories, which will form the basis of your A level. The tasks will require some research but also analysis and producing a written essay. There is a glossary attached to help you with some of the Media language. [A glossary can be found at the back of this document.](#)

Please email both this pieces of this work to Ms Hall (Head of Media)

beth.hall@northoxfordshire-academy.org

TASK 1: Industry Research (5 hours)

It is important that we understand the major institutions which operate within the media. On the course we will be investigating institutions which are global and read a wide range of audiences.

Using the four major **conglomerates** below, research into each of these companies using the questions below to help you produce a report on each. The report can be in a PowerPoint or a word document, but should clearly show understanding of their purpose, products and funding models.

Institutions:

- Disney
- BBC
- Channel 4
- News Corporation

1. Investigate your chosen institution's ownership model and whether it is **public service provider** or it is a company which relies on **commercial profit**.

2. Discuss the platforms that the institution uses to interact with its target audiences and the products it produces - *why are they so successful? What is their **remit**?*

3. Identify 2 products which these conglomerate's produce and explain how they appeal to audiences. To help you with audiences, research into the following audience theories below to help you understand why audiences watch or listen to particular texts:

- Bulmer and Katz - Uses and Gratifications Theory
- George Gerbner - Cultivation Theory
- Stuart Hall - Reception Theory

The report should include images, links to resources you have used (references) and commentary showing your understanding of each of these institutions and how they operate.

To help you with your research find below some useful links which will help:

<http://www.bbc.co.uk/aboutthebbc/>

<http://www.channel4.com/info/commissioning>

<http://thewaltdisneycompany.com/>

<http://www.ofcom.org.uk>

TASK 2: Analysis (7 hours)

An analysis needs to incorporate the following elements to ensure that it is detailed, perceptive and uses a range of media terms:

In Media you will need to analyse a range of texts from a range of platforms. To start you off, work through the magazine, film posters and adverts in this document. You will need to think about the following questions when you are analysing in your notes:

- Is this magazine/film poster/advert **conventional**? Does it have what we would expect? (title, images etc.)
- What **codes** does it provide for the audience which can be interpreted? (*For example, why have they used a specific colour and what connotations does this have?*)
- How are the images positioned on the texts? Why are some more important than other?
- What is the style of the font and why has it been used? What does this tell us about the **genre**?
- What is the purpose of the text?
- How is gender, age, ethnicity and race represented? What evidence shows this attitude?
- What messages is the **institution** trying to convey to us? What are they trying to get us to believe?
- What do we know about the time period (context) in which the text was made? How do we know it was made in the 1950s, 60s etc?

STRETCH AND
CHALLENGE

Use the glossary to help you understand what some of the terms above in bold mean. You will need to complete an analysis of each text and **produce an analysis for each of the texts (essay) which should be about 1,000 words each.** Below is what we would expect in an essay for media:

- Introduction (thesis statement) which highlights your argument and a summary of what your analysis shows.
- Points you have made in your thesis statement with evidence from the text.
- Evidence which is analysed in detail and is perceptive.
- Link to audience and how they might read this text (Stuart Hall) and use it in their lives (Uses and Gratifications).

PLEASE SEE TEXTS BELOW

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Model 50 . . . Hoover's great new cylinder cleaner. Easiest-to-use cleaner of its type. Cleans by powerful suction. Features include the exclusive new Dirt Ejector, end and top carrying handles. Complete with cleaning tools in handy kit, including Mothimixer and sprayer. . . . **\$79.50**

Think of how seldom you buy a cleaner, and think of how often you use it. So think before you buy. Everyone knows that Hoover is the best. Forty years of manufacture and more than eight million Hoovers sold have proved it. Why take less than Hoover when it offers you a complete choice—two types, four models. Call your Hoover dealer now for a home showing of any model.

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Model 115, Hoover, Junior. Low and trim, it is ideal for small homes, handy for all homes. Cleans far bigger than its size. With Hoover's exclusive Triple Action—it beats, as it sweeps, **\$59.95** as it cleans. Only. . . .
 Cleaning tools extra.

THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England

TEXT B: BLACK PANTHER FILM POSTER

