



Varndean
College Brighton & Hove

Media Studies Flying Start 2020

Introduction to the course:

Welcome to Media Studies (Eduqas)!

Over the 2 years of A Level Media Studies course you will be studying the following subject areas:

- Media Language
- Media Institutions
- Audience
- Representation

Each of these areas covers a range of different skills. You will be looking at these areas and learning how:

- The media represents events, issues, individuals and social groups in different ways.
- To create your own media products, using industry standard software.
- To develop your research and analysis skills through the study of a range of media forms such as magazines, newspapers, film posters, television, computer games, radio etc.
- To analyse how the media uses conventions and techniques to create meaning for an audience.
- Different media are targeted to specific audiences.
- To evaluate professional media to understand how the producers and directors aim to make an audience think or feel.

Please complete the task on the next page in new Word or PowerPoint document & email this to me - zde@varndean.ac.uk

Due: Week 1 September 2020

Audience (how the media texts target, reach and address audiences, how audiences interpret and respond to them and how audiences become producers themselves)

Analyse the film poster for Black Panther (2018) - annotate how the product is tailored and targeted for a particular audience/s (at least 10 points/ideas or approx 250 words).

Add a screenshot of the poster to your document and call this: 'Flying Start Task - Audience'.

You will find example analysis of film posters on the internet (eg SlideShare), should you need them.



Optional Extension Task - Media Language (how the media through their forms, codes, conventions and techniques communicate meanings)

Analysis of why a director/producer has made certain decisions in creating a product is a key part of Media Studies. Write a 250 word analysis of **ONE** aspect of the Black Panther trailer (e.g. setting, costume, use of colour, camera shots or sound) including screenshots to illustrate your points.

<https://www.youtube.com/watch?v=xjDjIWPwcPU>

REMINDER:

- If you need help – there are countless tutorials on the internet, and the research skills you develop whilst finding information which will also be invaluable for your Media A Level!
- Subscribe to Mrs Fisher's YouTube channel - <https://www.youtube.com/channel/UCUKrxp4BcJrGLzmqAhCjASg/video>