

## **Media Studies – Year 12 Bridging Task**

Welcome to Media studies!

Please read the introduction to your tasks carefully before completing them, it is important that you demonstrate your ability to follow instructions and your ability to effectively research and write up your findings.

- The following tasks are designed to develop your knowledge and understanding of media studies; specifically engaging with some of the key concepts and the practical aspects of media production.
- Bring completed work to your first lesson. During the first week you will be expected to know and be able to discuss key terms. BE PREPARED!
- Complete all required tasks, time limits are guidance only and may take longer.
- Take the time to complete the tasks properly and in detail, make every piece of work count.
- Present your findings neatly. Typed up and kept in a ring binder file is the best option.

**ORGANISATION IS KEY!**

- Reference where your information comes from and quote anything you have directly copied. Plagiarism is a crime!
- Use stills of adverts/films/TV shows within your work wherever you can to highlight your points.

### **Task 1 – 1 ½ hours**

Watch a 6pm or 10pm news broadcast. Watch the national and local news and note down some bullet points about each of the stories they tell. This could be: what the story is, where it happened, who is involved, impact on society, changes to law/ideals/people as a result, what might happen next.

Using your notes, answer the following questions:

1. How many news stories are about good things that have happened/are happening?
2. How many news stories are about bad things that have happened/are happening?
3. How many news stories have a Governmental/political focus?
4. Why do you think the news focuses on one type of story more than the others? How might this attract the audience?
5. How many of the news stories do you believe tell the whole truth/ do you agree with/ do you disagree with?
6. What is it about the story that makes you agree/disagree?

### **Task 2 – ½ hour**

- Find out what Male Gaze theory by Laura Mulvey is. Write a definition in your own words.
- Describe a television advert that uses Male Gaze (print off stills of advert if possible to help highlight your point) use the following questions as a guide.

1. How does the advert use Male Gaze?
2. Who is the product for? (gender, age, etc.)
3. How does this make the audience want to buy the product in question?
4. Does the use of Male Gaze make the advert suitable for the target audience

### **Task 3 – 1 hour**

Find out the meanings of the following terms and write in your own words:

- Circular narrative
- Linear narrative
- Non-linear narrative
- Ellipsis (media studies meaning)
- Protagonist
- Antagonist

Find 3 examples of films/TV shows (in media studies these are known as 'texts') that use an example of each of the above terms. (the 3 narrative structures will not be used in conjunction with each other but the last 3 could be)

Describe how each of the terms are used in the text you have chosen.

1. Think about how they help tell the story
2. How they appeal to the target audience
3. How they create an interesting film/episode
4. How they help audiences identify with the characters

### **Task 4 – ½ hour**

Find out what 'Uses and Gratifications theory' (Blumler and Katz) is. Identify the 4 points within it and describe each.

Find examples of 4 different films/TV shows where you can apply the 4 points. Justify your choice of examples with short descriptions.