

Lower Sixth A level Media & Film @Coulsdon

A Level Film and Media Studies

Summer assignment 2019

Media and Film @Coulsdon

Welcome to Media & Film @ Coulsdon

'The media' refers to the different channels we use to communicate information in the everyday world. 'Media' is the plural of medium (of communication), and the main media are:

Internet (online media), Television/Radio (broadcast media), Magazines/Newspapers (print media), Film, Music, Video Games

Advertising is also considered a medium, as it is a separate channel of communication of messages within other broadcast, print and online media.

Media Studies is the analysis of the images, sounds and text we experience via the media, and the effects these images, sounds and text have on us, the audience. It involves looking closely at individual media texts (such as movies, YouTube channels, TV shows, mobile phone games, pop songs etc.) and applying some of the following ideas:

As well as essays, research, and reports, Media Studies also involves practical work, where you learn the techniques involved for the production of your own media text.

You will have a choice between Our **30 Credit Certificate** is equivalent to one AS-level , **A level Film or Media Studies** and **Our Extended Certificate (NQF)** equivalent to one A-level .

I look forward to working with you and wish you every success at Coulsdon.

S Vladimir BOLLA

Head of Computing, Creative Media & IT



The course is designed to offer students a broad yet thorough understanding of the key media concepts. Some of these are

Genre, Narrative and Representation

What do we mean by representation?

In the context of Media Studies, this means the way in which aspects of society, including gender, age and identity are presented to an audience by specific media text.

In order to help you with specific examples in the tasks below ensure that you consume (read, watch or re-watch) some contemporary media texts.



A level Media Studies

MS1 Representation

Remembering that the focus should be on **Representation** you are to construct an essay discussing how certain sections of our society are represented in the 'print based' media texts.

You may use the following questions as a guide:-

- What kind of world is represented by these media texts?
- Who is in control of these texts? How does that effect the representations?
- How are stereotypes used in texts?
- What messages are contained within the text,

(Min 800 words)

A level Film Studies

FM1 Genre / Narrative

Remembering that the focus should be on **Genre or Narrative** you are to construct an essay discussing how these elements effect what we see on the screen.

You may use the following questions as a guide:-

- What are the most popular genres and why?
- Who or what decides or defines a genre?
- How many different types of narrative/genre are there? and what are they?

(Min 800 words)

The work should be your own work NOT copied and pasted as this is plagiarism and is unacceptable.





Media and Film @ Coulsdon