

Media Studies (taught at SJL)

Activity:

Welcome to the Media A-Level course; to help prepare you for your studies in year 12 we would like you to complete the following summer home learning.

A big part of the A-Level course is looking at some of the historical and social contexts of media texts.

1. Firstly, we would like you to create a timeline of influential events starting from the early 1900s and how these impacted on the media – for instance, 1927, the first film with sound, The Jazz Singer, WWII, and the use of propaganda etc. Carry out research and present at least 12 deciding factors/events.
2. We would then like you to create a two mood boards, either digitally or on paper/card. One mood board should feature print adverts from the past which shows women in a “housewife” role. A good place to start is the “Tide” advert of the 1950’s (see below)



The 2nd mood board should focus on modern print adverts that challenge the stereotypes and representations shown in the 1st mood board, a good starting point could be the “This Girl Can” campaign shown above.

3. We would then like you to produce a 750-1000 word essay using the title **‘explore how the representation of women has changed in advertising over time’**, using the examples from your mood boards to help support your points. You may like to include key findings from the text, use of media language (mise-en-scene, colour, language/words, camera angle, shot type etc....) and any relevant theories you may know.

4. Lastly, we would like you to find up to 5 media texts (anything but film!) that show examples of how gender representations are **challenged**. This could be women in powerful roles, men in subverted roles, gender fluidity examples and so on. This should be presented in the form of a PowerPoint, which you will deliver to the class in September. If you know any relevant gender theories from GCSE, or want to research some, feel free to have a look and apply them to your work also.