

A Level Media Bridging Work



Welcome to A Level Media Studies!

Media Studies provides a great opportunity to explore and evaluate why we engage with a wide range of media texts. Representation and media form are other important aspects of the course. AQA's course also requires you to develop the practical skills needed to create your own exciting products.

EQUIPMENT: Please buy an A3 sketch pad (available from The Works for £5). This is where you will complete all your iLearn, and your bridging work.



Below is the course overview:

Media One
<p>What's assessed</p> <p>Section A will focus on Media Language and Media Representations. Questions in this section will test the following forms:</p> <ul style="list-style-type: none">• advertising and marketing• music video. <p>Section B will focus on Media Industries and Media Audiences. Questions in this section can test any two of the following forms:</p> <ul style="list-style-type: none">• radio• newspapers• film (industries only).
<p>How it's assessed</p> <ul style="list-style-type: none">• Written exam: 2 hours• 84 marks• 35% of A-level
<p>Questions</p> <ul style="list-style-type: none">• A range of questions relating to an unseen source and Close Study Products.• Two essay questions (20 marks), one of which is an extended response question.
Media Two
<p>What's assessed</p> <p>Questions will focus on the in-depth media forms of television, magazines and online, social and participatory media/video games.</p>
<p>How it's assessed</p> <ul style="list-style-type: none">• Written exam: 2 hours• 84 marks• 35% of A-level
<p>Questions</p> <ul style="list-style-type: none">• One medium length unseen analysis question.• Three essay questions (25 marks), one of which is an extended response question and one of which is a synoptic question.

Non-exam assessment: Creating a cross-media production

What's assessed

- Application of knowledge and understanding of the theoretical framework.
- Ability to create media products.

How it's assessed

- A choice of one of six annually changing briefs, set by AQA.
- 60 marks
- 30% of A-level
- Assessed by teachers
- Moderated by AQA

Tasks

Students produce:

- a statement of intent
- a cross-media production made for an intended audience.

Task 1: Analyse denotation and connotation

Denotation = the literal or primary meaning of a word, in contrast to the feelings or ideas that the word suggests.

Connotation = an idea or feeling which a word invokes for a person in addition to its literal or primary meaning.

E.g Denotation = Rose

Connotation = love, romance

DECEMBER 2020

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GLAD TIDINGS *we bring!*

Festive
decorating with
foliage & flowers

*Simple makes
with winter
spices*

Home-baked
presents &
preserves

*Step into
A MAGICAL
MIDWINTER
GARDEN*

**VEGETARIAN
CHRISTMAS
FEASTS**

*LOVE, LAUGHTER
AND LOSS WITH*

REV RICHARD COLES

*10 WAYS
TO KEEP YOUR
COOL THIS YULE*

STARRING SAMUEL WEST • SARAH RAVEN • JAY BLADES



Task 2: Analyse denotation and connotation

Denotation = the literal or primary meaning of a word, in contrast to the feelings or ideas that the word suggests.

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E.g Denotation = Rose

Connotation = love, romance



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Adriana is wearing New Lash Stylist™ Mascara in Very Black. Location: Battery Park, NYC. ©2008 Maybelline LLC. DIST.

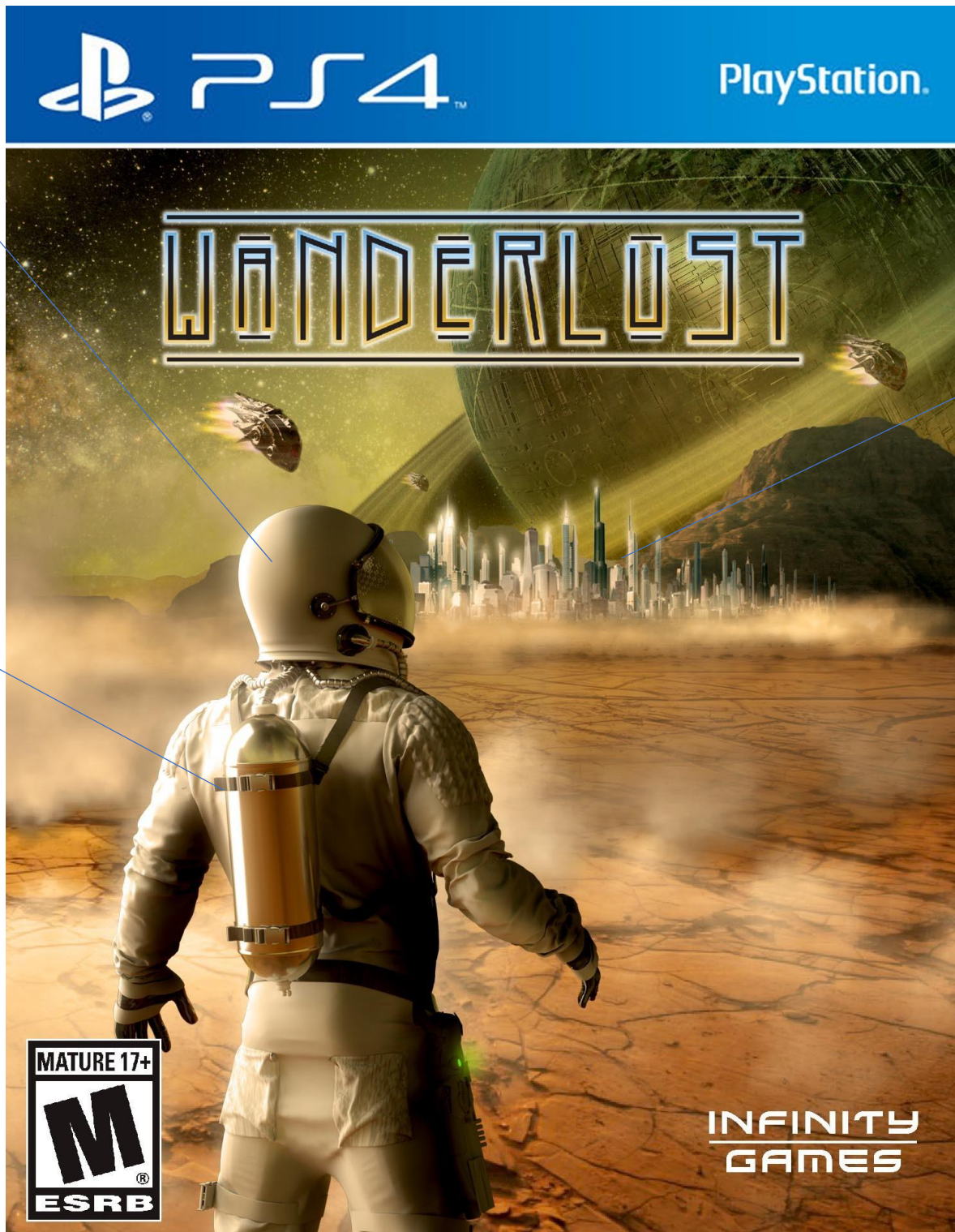
Task 3: Analyse denotation and connotation

Denotation = the literal or primary meaning of a word, in contrast to the feelings or ideas that the word suggests.

Connotation = an idea or feeling which a word invokes for a person in addition to its literal or primary meaning.

E.g Denotation = Rose

Connotation = love, romance



Task 4: Independent Media Analysis

Please complete the following task in your ilearn folder:

Select your choice of the following texts from online:

- Advert
- Magazine cover
- Game cover

Analyse each of these texts, focusing on denotation and connotation.