



Blackfen School for Girls

Raising aspirations - releasing potential

MEDIA DEPARTMENT

Year 11 to 12 Bridging Activities

“The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses.”

Malcolm X

BLACKFEN SCHOOL FOR GIRLS
MEDIA BRIDGING ACTIVITIES: Yr11 to 12

Hello there.

Bridging materials have been written to help you make the transition to the higher level of study expected in the Sixth Form. These resources allow you to prepare for the first few weeks of your new course.

Wider reading and research are essential to your progress at this level. You should read the sources carefully and take summary notes to help you understand and process the information at a deeper level. Sixth Form study involves at least 16 hours of independent work per week and reading/research should take up part of this time, as well as homework and other subject related activities. You should be completing the same number of hours work outside of class that you do in class.

As part of your course you will be learning about semiotics and other media theories as well as looking at products from film, television, magazines, video games, newspapers, advertising, and music videos. This pack has a number of activities for you to complete to prepare you for the first few weeks and the type of study you should expect on your course. There is no expectation to complete all of these activities, but they are there for you to try.

Enjoy!

Mr Pomfret

Subject Leader: Media Studies
apt@blackfen.bexley.sch.uk

BLACKFEN SCHOOL FOR GIRLS
MEDIA BRIDGING ACTIVITIES: Yr11 to 12

ACTIVITY 1:

Create a document or a presentation in which you have researched 4 different film openings. The openings can be from a range of genres of your choice. Pay particular attention to the lighting, mise-en-scene, editing techniques, and shot types and camera movements.

Screen shot the examples or make reference to them using web links

When names come up in the titles (director, producer, writer, etc.) list four other productions they have been involved in.

EXTRA:

Watch plenty of films over the summer and have a look at the following sites:

<http://www.artofthetitle.com/>

<http://www.watchthetitles.com/>

BLACKFEN SCHOOL FOR GIRLS
MEDIA BRIDGING ACTIVITIES: Yr11 to 12

ACTIVITY 2:

Choose an advert, music video or TV show clip created after the year 2000 that you find interesting in terms of its representation of gender, age, race or disability. Clips should be no longer than 3 minutes.

Create a brief report considering the following points:

- How does it use images to promote a view of gender/race/age/disability?
- Is it a positive or negative portrayal of gender/age/race/age/disability?
- What kinds of messages and values are supported? Rejected? Why?
- What are the production values? Is it expensively produced? Does it have expensive effects? Lighting? Sound/colour?
- What use is made of setting/mise-en-scene to suggest ideas about race/gender/age?

BLACKFEN SCHOOL FOR GIRLS
MEDIA BRIDGING ACTIVITIES: Yr11 to 12

ACTIVITY 3:

Watch a film that has been released in the last twelve months. Briefly summarise the plot of the film in 100 words.

For your chosen film research the following information:

- Which studio/production company made the film?
- How did it perform at the box office (www.boxofficemojo.com)?
- Did it win any awards at awards ceremonies/festivals? What are they?
- Name of the director.
- Find the names of three other films from the same director.
- What is the next film that they are working on/due to make (www.imdb.com)?
- Principal members of the cast of your chosen film.

Consider the following questions about the film:

- What was the intended targeted audience for the film? How do you know?
- How was social media used in the marketing of the film?
- Is there a website for the film? If so, what is on it?
- Are there any spin-offs from the film e.g. computer game/toys?
- What was the film's rating on rotten tomatoes?

Write your own review of the film and give it a rating.

BLACKFEN SCHOOL FOR GIRLS

MEDIA BRIDGING ACTIVITIES: Yr11 to 12

ACTIVITY 4:

A conglomerate is a corporation made up of several different companies working in different sectors, e.g.: travel, entertainment, banking, etc. A multi-media conglomerate is a corporation that functions across different media sectors.

Task 1

RESEARCH (10 minutes)

Research a multi-media conglomerate. You will research what products they produce in what particular sectors. Answer the following questions:

- Company
- Product / Brand
- Media Sector (not all of these will necessarily be present)
 - Film
 - TV and Radio
 - Video games
 - Print and publishing
 - Web & online technologies
 - Music

For example:

- SONY:
 - *Spider-Man*
 - Film, Sony Pictures
 - *Dragon's Den*
 - Television, Sony Pictures Television co-produced with BBC
 - *Death Stranding*
 - Video game, Sony Interactive Entertainment
 - *Sony Magazine*
 - Magazine, printed by Haymarket Network for Sony Corporation UK
 - PlayStation Network
 - Online, Sony Interactive Entertainment

You get the picture.

In a conglomerate, one overall parent company owns a number of smaller companies called subsidiaries. Each of a conglomerate's subsidiary businesses runs independently but supports the wider goals and objectives of the parent company. For example: conglomerates may use their subsidiaries to promote and market a media product.

Independent companies are companies that are free from the control of a conglomerate. Independent companies usually specialise in producing one type of media product.

Joint venture: This is when a media company works with another company on a project that is mutually beneficial for both parties. Distribution - This includes two

BLACKFEN SCHOOL FOR GIRLS
MEDIA BRIDGING ACTIVITIES: Yr11 to 12

elements: firstly, how a product or brand reaches an audience (for example, via web, cinema, television, and soon) and secondly, its marketing and promotion.

Task 2:

RESEARCH ACTIVITY (30 minutes)

This is England '90 (2015) was a TV mini-series produced by Warp Films, and was a spin-off series from the original *This is England* (2008) film. However, because Warp Films are an independent company and not part of a conglomerate, they had to work with external broadcasters and film distributors. Subsequently, they worked as part of a joint venture with Channel 4 and Film Four to distribute the brand in the UK and licensed the original film to distributors such as Studio Canal (Universal) to achieve global reach.

Similarly, the film *Pride* (2014) was a successful independent production by Calamity Films, who needed to work with companies that were part of global conglomerates in order for the film to be successful.

To investigate some of these companies, research *Pride* and Calamity Films and write clear and detailed answers to these questions:

- Which company distributed *Pride* to America? Are they a household name?
- Which company distributed *Pride* to Europe? Are they linked to the distributor above?
- Why do you think working with these distributors will have been beneficial to Calamity Films?

BLACKFEN SCHOOL FOR GIRLS
MEDIA BRIDGING ACTIVITIES: Yr11 to 12

ACTIVITY 5:

Choose two media products; one contemporary media text and one historical media text, e.g.: a TV advert from 2017, and one from the 1950's; or a magazine cover from 2020 and one from the 1970s.

Write a 1000 word essay analysing both texts.

You should aim to discuss the debates/issues around the products/genre you have chosen. How do they show how the media world has changed?

You will need to conduct independent research on the following to help you do this: Media Language and Media Representation.

Find out any key words in these areas and use these in your analysis.

There is no need to do lots of research - just focus on finding out any key words in these areas and make a list of these key words in a word document under each heading.

Finally, create a bibliography (a list of all your sources/research) to show all the research you have done.

BLACKFEN SCHOOL FOR GIRLS
MEDIA BRIDGING ACTIVITIES: Yr11 to 12

ACTIVITY 6:

1. WRITE

Choose an episode of a TV drama that you have watched recently and write a short critique. Make sure you include: the title of the film or TV drama; the channel; a short synopsis (or plot summary); the genre; key characters; summary of the visual style; and an explanation of what you think audiences will enjoy (or not!) when watching the episode. Word count: 500 words max.

2. PRODUCE

If you enjoy media production you might want to start experimenting with your own projects over the summer. Some ideas: start a blog; go to wix.com and start a free website; make a short YouTube video; take some photographs; design a magazine.