

Year 11 Bridging Task

For A Level Media, you will be looking at different theories and media texts critically and analytically. Therefore, to prepare you for this, there are different tasks below for film, tv, magazine and newspapers, finalising in a creative booklet task at the end.

Film

Watch one Black and White film, and one film from the 1980s.

Examples of Black and White films:

Scrooge (1951)

It's A Wonderful Life (1946)

Brief Encounters (1945)

Psycho (1960)

Casablanca (1942)

Citizen Kane (1941)

Even though two of three of these have since been converted into colour, please watch them in black & white



Examples of 1980s films:

Indiana Jones Raiders of the Lost Ark (1981), Temple of Doom (1984) or Last Crusade (1989)

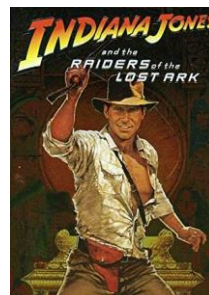
Ghostbusters (1984)

The Breakfast Club (1985)

Die Hard (1988)

Blade Runner (1982)

Ferris Bueller's Day Off (1986)



Then answer these questions:

FOR EACH:

What did you find interesting about the story? How does it differ to recent films?

What was the genre and how can you tell? Was it a mixture of genres (see Neale's Theory of Repetition & Difference)?

Who do you think the targeted audience were when it was released?

What is different now? Culturally and socially? (Think about what was going on when the films were originally released. E.g. 1980s America was seen as the birth of 'high concept films' – what does this mean?)

What camera angles were mainly used? Were there a lot of close ups, or were they mainly showing the actors full selves?

Using Todorov's Narrative Theory, what are the 5 stages of narrative in these films?

For the black and white film: How can you tell the film was made for a black & white showing? (If you can't, research what could be indicators)

TOGETHER:

What were the main differences between the films, apart from the use of colour?

What was different socially and culturally?

Write a paragraph (at least 300 words) with an analysis of both films, using your answers to the questions above. Remember to write about the similarities and differences between the films.

TV Show

Choose your favourite TV series.

What is the genre and summary of your TV Show?

How is it different to film?

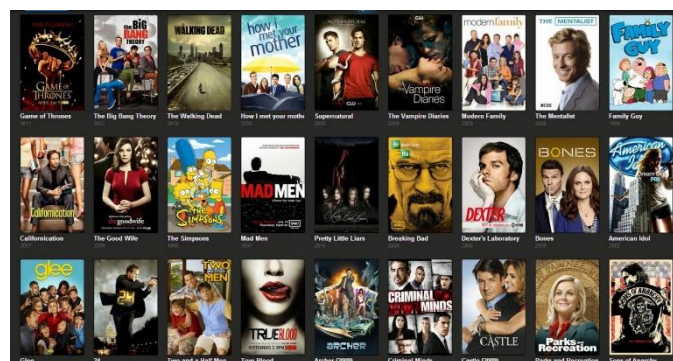
How is it similar to film?

(For these, think about camera angles, storylines etc.)

'Some researchers today think that there is a shift of how we perceive TV, perhaps sometimes watching TV series instead of a film. Indeed, watching some series is like watching one long film, especially with researchers using the term 'binge watching', where an audience watch several episodes at a time. This could cause a decrease in cinema going.'

What are your thoughts with this statement? Do you agree/disagree?

How is your main character/s represented in the first episode of your series? Are they lazy, kind, cruel, immature, clever? How is this represented in the way they are dressed or what they say? How does this develop through the series?



Magazine



Write a fact file about each GQ and Vogue – when did they begin, who are their target audiences (age, gender, socio economic group), how much do they cost?

Look at the front covers of GQ and Vogue above:

What are your first impressions of them?

What are the differences in content?

Research Van Zoonen's Feminist Theory. In short, she says that we get our ideas of gender through multiple media texts, where women are seen as more domestic, and men as more the 'breadwinners', suited towards business and politics.

How can you apply Van Zoonen's Theory to these magazine covers?

Newspaper

Genres in Print Media are generally easy to decipher. Newspapers often about the area that they serve – be this local, regional or national, their political leanings – be this left wing, right wing or impartial, and their traditional values, i.e. a tabloid or a broadsheet.

Definitions

Left Wing -

Right Wing -

Tabloid -

Broadsheet -

Here are a few newspapers – can you say what genre they are e.g. which area they serve, and why?

Newspaper	Area Served	Political Leanings	Traditional Values
The Daily Mail			
The Sun			
The Nottingham Post			



After you finish these tasks, complete the following:

Complete a promotional booklet for one of the following:

- Marvel Studios
- Sony Pictures
- Working Title Films
- Disney
- Lionsgate Films
- Or you can make up your own Production Company!



This has to be for someone who hasn't heard of the production company or studio before, and aimed at your own age group.

It **must** include:

- When they were founded
- What their first film was
- Who their target audience is
- If the company is owned by a larger company
- What the company itself owns (look at horizontal and vertical integration)
- What the most successful films the production company has made
- Why your reader should watch films by them
- What stands them apart
- Research Hesmondhalgh's Cultural Industries Theory – what has your production company done that applies to this theory?
- Anything else you think is relevant!

Make sure your booklet is detailed but also visually appealing to your reader! Let your creativeness run for this task.