

TCOLC Sixth Form

Yr11 – 12 Transition Activities

Subject: Media



THE CITY OF LEICESTER COLLEGE

Media Studies: Summer Work

Compulsory	<p>Read through the WJEC Eduqas A - Level Media set product fact sheets. These can be found here: https://resources.eduqas.co.uk/Pages/ResourceSingle.aspx?riid=1874</p> <p>☑ Make your own notes on the fact sheets for the Tide print advert, “Super. Human.” audio-visual advert and Kiss of the Vampire film poster</p> <p>☑ Complete further research for all three products</p> <p style="text-align: center;">Minimum expectation of a side of A4 for each media product.</p>		
	<p>Tide Washing Powder</p> <p>Annotate two print based adverts for Tide Washing Powder from the 1940s / 1950s. Use Google image search “Tide Adverts 1950s” or see the link below for a few examples: https://www.pennlive.com/galleries/6RLIKHD25FF7NBGW4BZCQVISAE/</p> <p>Research and annotate your chosen images. Look for:</p> <ul style="list-style-type: none"> • Cultural and historical context of the brand and time period • Connotations of colour • Representation of gender • Use of language. Who is the advert aimed towards and why? 		
	<p>Researching the ‘horror / monster movie’ film poster (Kiss of the Vampire, 1963)</p> <p>It has been said that horror films often reflect the social anxieties and fears of the time and place that they were originally created (the original social context.)</p> <p>To better understand how please read the following: https://www.ukessays.com/essays/film-studies/horror-film-how-social-fears-play-an-important-role.php</p> <p>And then watch this: https://www.youtube.com/watch?v=Vgga3P2V0p0</p> <p>Now, in the original context of KOTV poster (1963) there were great shifts in gender roles and expectations – please watch the following for an overview: https://www.youtube.com/watch?v=ltiEMX9XO6A&t=388s</p> <p>Now, a few tasks for you to complete before starting your Media Studies course:</p> <ol style="list-style-type: none"> 1. Research Hammer Horror films – minimum expectation is a side of A4 paper. 2. Search for the <i>Kiss of the Vampire</i> (1963) film poster on Google Images and consider how both males and females have been represented in the product. 3. Write a 700 – 1000 word analysis of the KOTV poster that responds to the following question: “How have the different genders been represented in the KOTV poster and how do they reflect the social anxieties and fears of the original 1960s context?” 		
Optional	<p>Watch the two set films in preparation for September:</p> <ul style="list-style-type: none"> • <i>I, Daniel Blake</i> (2016) • <i>Black Panther</i> (2018) 	<p>Read a selection of same date issues of <i>The Times</i> and <i>The Daily Mirror</i> newspapers. Compare and make notes on how the same stories are reported.</p>	<p>Watch a variety of TV episodes from the sci-fi and supernatural genres. Keep a log, making notes about: themes, plot and representation of characters/gender.</p> <p>Starting point:</p> <ul style="list-style-type: none"> • Black Mirror (2015) • Stranger Things (2016) • Les Revenants (2012) • The Walking Dead (2013)

Be ready to show your notes and hand in your essay on the first lesson back after the holiday. Take yourselves seriously. This means viewing yourselves as young intellectuals, taking responsibility for your education, and coming prepared.