



## **Year 11 into Year 12 Bridging tasks A Level Media Studies**

**Task 1: 'Advertisement and Marketing': Compare and contrast how effective two advertisements are in selling their products to the audience.**

Choose two adverts which appeal to you . These could be for different products from different platforms, or the same.

For example, commercial advertising for consumer goods from either print, online and/or audio-visual advertising.

Write a comparative analysis of the adverts, in essay form. You should aim to write 1,000 words (approximately two typed A4 pages).

You may include screen shots and images to illustrate your points.

Please include the advert along with your essay (print outs, screen shots or web links.)

Remember that Media Studies is an essay-based subject, so the quality of your written expression is important.

We will use this assignment in the first few lessons back so please make sure you are prepared!

Step-by-step analysis (complete for each advert):

- Introduction- write an introduction with an overview of each advert.

What products are being sold, what type of platform (e.g. online/TV/ magazine) is this advert from, why did you choose it?

- Media Industries and contexts- who is behind each advert (creating and funding)? What do you know about each brand and their ideology? When, where and how were the adverts released and does this have an impact on the success of the advert?

- Media Audiences- who do you think is the intended target audience of each advert? Consider age, gender, status, wealth, interests, culture etc.

- Media Representations- Who or what is the main focus of the advert? Do they use characters/people/animals/ cartoons/celebrities? Why, what is the intended effect? How is each product represented and why?

- Media Language- analyse the adverts, considering the codes and conventions used to sell the product. Here are some ideas:
  - What is the narrative (storyline)?
  - Consider the brand and/or product name - What connotations does this name have? Is there a Slogan? What does it say?
  - Does the advert include a logo? Is it an image, lettering, graphic or something else? How is it



presented to the audience in the advert? ○ Identify interesting camera angles and shots and explain the effect of these. ○ Is there any use of sound, dialogue or music that adds to the effect? ○ What typography (font style, shape, size) is used and why? ○ Explore the mise-en-scene (everything in the shot) props, set, costume, makeup, lighting and use of colour.

● Conclusion: How do all the above features help to sell the product? How do they get the audience's attention? How do they 'sell' the product to the audience? Which one is more effective and why?

**Task 2:** Watch / listen to these documentaries and create a one-page summary of each.

All available on BBC iPlayer which is free to access. You may need to set up a free account.

1. [BBC iPlayer - The Rise of the Murdoch Dynasty - Series 1: 1. Kingmaker](#)
2. [BBC iPlayer - Inside Cinema - Shorts: 55. Strong Female Characters](#)
3. [BBC Radio 4 - The Business of Film with Mark Kermode](#)
4. [BBC iPlayer - Leigh-Anne: Race, Pop & Power](#)

**Task 3:** Start a glossary of Media terminology you learn during the completion of these tasks. Include a minimum of 20 terms and definitions. Try to become confident using them!

**Task 4:** Keep up with the media! Read newspapers (in print and online) and watch the news (you need to keep up with a wide range of topics), flick through magazines (and look at them on displays in shops- what do you notice?), watch something in a foreign language- film or television, watch something independent, listen to chat shows on the radio, play games, watch music videos, try science fiction films and television. Be prepared to discuss these 😊