

Digital Media Level 3 Summer Assignment

Your summer assignment must be submitted in the *first lesson for this subject in September*. The completion of this assignment is compulsory and we expect you to put every effort into completing it to the best of your ability. Failure to submit this assignment will jeopardise your place on this course.

In media studies you will be exploring and analysing how meaning is created in media texts through several key concepts. Two of these key concepts are **Media Language** and **Representation**.

Definitions:

Media Language	Media language is the way in which the meaning of a media text is conveyed to the audience. One of the ways Media Language works is to convey meaning through signs and symbols suggested by the way a scene is set up and filmed.
Representation	Media representations are the ways in which the media portrays particular groups, communities, experiences, ideas, or topics from a particular ideological or value perspective.

Task 1: Media Language

a) Identify the following camera shots:



b) Identify the following camera angles:



- c) Look up the word 'mise-en-scene'. What does it mean? What are the three main components of this concept?

Task 2: Advertising and Media Language (make ten points)

How does **media language** communicate meaning in the advertisement? Annotate your ideas around the advertisement response. You will want to consider:

- Use of props
- Use of costume
- Use of colour scheme
- Use of language used
- Use of facts used to position audiences



Task 3: Audience research

Advertising needs to be regulated. Regulation takes place through two main bodies, the ASA and OFCOM.

- Explain why the regulation of television adverts is important
- Explain the role and purpose of ASA/Ofcom
- Explain which areas of advertising are a particular concern to the ASA
- Explain the two questions the ASA asks of a particular advert
- Explain how the ASA decides whether an advertisement is appropriate
- Explain how ASA intervention has changed tobacco advertising

Choose one **controversial advertisement** that you think raises important issues and explain in detail:

- What the issues are
- What the ASA said
- What your own personal opinion is

You should aim to choose an advertisement that raises **issues such as**, sexualisation of women; promotion of unhealthy food; providing misleading information; the manipulation of children.