MEDIA 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.*

MEDIA LANGUAGE AND REPRESENTATION

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 (how it makes the audience think/feel)** of a **media** text (e.g an advert) is conveyed to the audience. One of the ways **Media Language** works is to create this **meaning** through signs and symbols suggested by the way a scene is set up and/or 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: Advertising and Media Language (300 – 400 words)

How does **media language** make the audience think/feel about women's place in society in this Schlitz (1952) beer advert? Refer specifically to how this relates the time period of production [10 marks]

You can refer to:

- **Body language/positioning/framing**
- The **props/costumes/make-up**
- The **mode of address**
- **Gender roles** and **expectations**

MEDIA SUMMER ASSIGNMENT

Task 2: Representation (300 – 400 words)

How are audiences made to think/feel about the Labour party from The Suns front page from June 2017? How is this an example of political bias? (10 marks)

In you answer you can explore the following:
- In what way is the Labour leader Jeremy Corbyn presented through the use of this **image**?
- How is this representation constructed through the **language** used?
- What information is The Sun purposefully **selecting** to use?
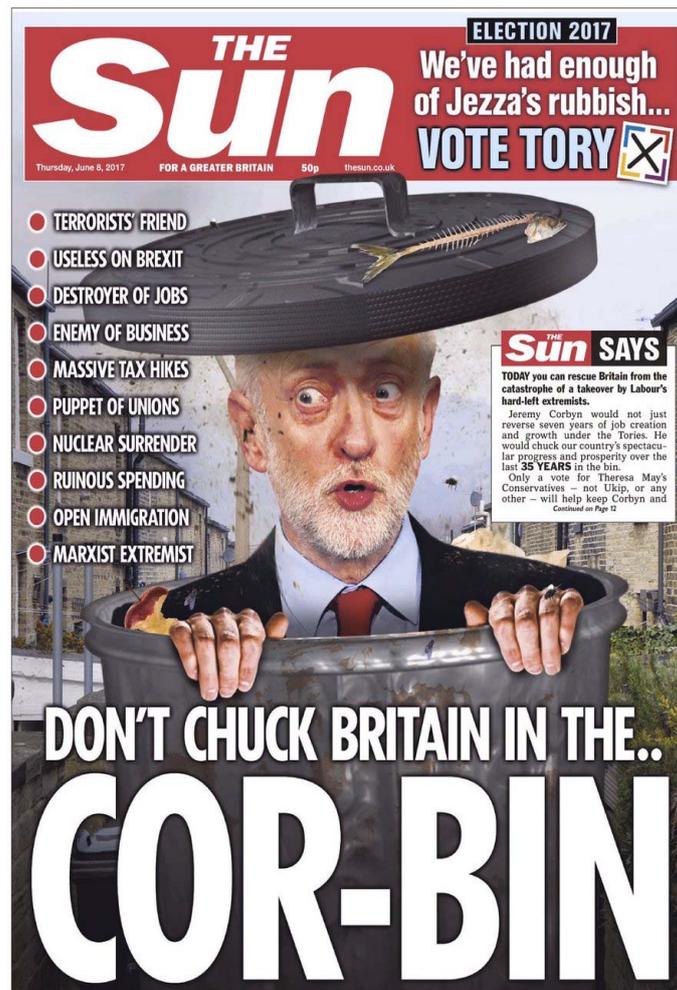
Extension Task: Create a poster advert for a product of your choice that you feel accurately reflects women's roles in 2019