

A-Level Media Studies 2024

TRANSITION BOOKLET

Miss Smith

STAFFCLS@WESTCOVENTRYACADEMY.ORG

Task 1 Creative task

Using access to any technology you have (this can be Microsoft packages, Adobe, Photopea [a free online package]) take a TV show you have watched over the summer and create a new advert for that show to promote it.

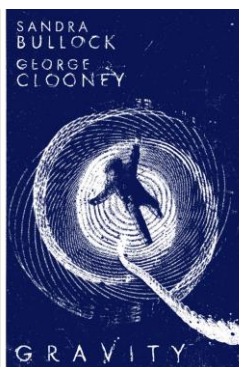
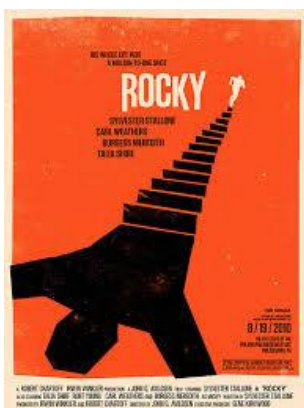
It should communicate key information about the show, such as:

- Name
- Actors
- Character traits
- Genre
- A hint about the plot
- Channel/ streaming service
- Release date

Here are a few examples of some recent TV shows that you might want to base your ideas on.



You might want to do something more stylistic, like this:



Add your images below and annotate with design justifications

Task 2:

Research based task

Research the Advertising Standards Authority. Here is a link to get you started!

<https://www.asa.org.uk/>

- What is their function? What is their core message when considering advertising compliance?
- What key role have they had in the last 18 months to 2 years?
- Are there any key news stories that you can mention within your research?
- What is the most complaints/ least complaints they've had about an advertising campaign?

Add your notes in the space below.

Task 3

Opinion based writing

This is to test your essay writing and fluency. A Level Media Studies involves a LOT of essay writing, and while it's not to the expectations of A Level English Literature or Language and Literature, there are still some expectations for communication.

You are expected to communicate an opinion here, based on a topic.

1) Read the article below

<https://www.bbc.co.uk/news/uk-england-55824936>

Influencers told not to use 'misleading' beauty filters

By Emma Hallett

2) Answer the following question by sharing your opinion. You MUST be able to demonstrate your ability to think evaluatively (weighing up the pros and cons of this)

Sasha Pallari's #filterdrop campaign has seen some success but to what extent do you believe that dropping all filters from social media is a step too far?

Share your opinion below, referencing both the article and any other sources from the media that you have found. Make links to the ASA within your answer.