

Year 12 Media Studies Induction Assignment

This assignment has been designed so that we can assess what you can do. Don't worry - we realise that most of you have limited experience of Media Studies and we have set the task with this in mind. However, remember that you are starting an A Level course and we ask for **good quality** responses. This assignment should represent at least **four hours** of work.

You are required to submit your work to your Media Studies teacher by **Friday 8th September 2017**.

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

Choose **two adverts**. 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 print outs, screen shots or web links for your chosen adverts along with your essay. Remember that media is an essay-based subject, so the **quality of your written expression** is important.

Step By Step Analysis:

- **Introduction-** write an introduction with an overview of each advert. What products are being sold, what type of platform is this advert from, why did you choose it?
- **Media Industries-** who is behind each advert (creating and funding)? What do you know about each brand and their ideology?
- **Media Contexts-** 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-** deconstruct 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? What techniques are used? What is the intended effect? 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? How are **colour and lighting** used? Is there a colour scheme? 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 and overall layout.
- **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?

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

If you have any questions please email your site teacher via the details above.

