

Year 12 Media AL Bridging work

Part 1- Gauntlett activity

- Gauntlett's ideas suggest that if we don't like the identities we are being exposed to when consuming media we can look elsewhere or make our own.

But what does a good alternative role model/ identity to look like? What role models would help to break people free from the perhaps narrow pool of lifestyles that are offered to us?

Task: Find or create and describe an influencer who offers an alternative /non-traditional positive role model/ identity to young people? Explain your choice.

- 1 A4 document
- An explanation
- Images

Part 2 Consolidation

Read the chapters on in the TEAMS assignment

-Jean Baudrillard

-David Gauntlett

Task: Write an essay in response to this question below -

How has the **proliferation** of media content changed the way audiences consume the media?

Evaluate the usefulness of Baudrillard (media language) OR Gauntlett's (representation) ideas in response to this question.

Use specific examples from the media in your answer (it may be a set text from this year or it may be your own choice – something you consumed recently)

Part 3 - NEA

Ahead of your summer break, please find our **comments in your coversheets which have been emailed to you separately. You now have a mark for the entire cross-media production. You can improve on this mark by reading our comments and making changes.**

- Grade boundaries are attached in the TEAMS assignment.
- As this is the easiest part of the course to get those extra marks, we must take on the feedback and making those changes.
- Remember, your mark still needs to be moderated by the exam board so leave no stone unturned – do not give them any reason to mark it down. Again, you must make those changes using the feedback.

- Where the feedback has been crossed out, this is because I feel you have already done it.

Let me know if you need any of it explained to you or if you have any questions.

Part 4 - Watching Prep

As you know - we are studying KILLING EVE and TEHRAN next term.

While the set product itself is Series 1 episode 1 for each show - it would be great if you were able to watch some episodes from each series.

While you do so you should be considering -

1. Genre - what is the genre? what are the codes and conventions?
2. Binary Opposition
3. Intertextuality
4. Technical codes - the way its shot, music, camera angles etc
5. Feminism and Gender performativity