

A Level Media Studies Summer Homework

You have **three** tasks to complete to highlight that you have gone through the lesson material and to help me check your understanding.

The **first two tasks** should be presented as a **PowerPoint** that lasts for **no longer than 5 minutes**. This will be presented in our **first lesson in September**.

The PowerPoint should be emailed to sledwidge@kngs.co.uk **BEFORE** our first lesson

Task 1 (1hour 30 mins)

Find **one advert** – try and find something that is visually interesting and **deconstruct** it ensuring that you use the following terms:

- Encoded
- Decoded
- Sign
- Signifier
- Connotation

You should ensure that you are **ANALYSING** what the **signs** within the advert are communicating to the intended audience.

Task 2 (2 hours)

You will create a new print advert, for the **same product** from the advert you have analysed and you will then construct and **encode** your text with meaning. As part of your presentation **you will explain the decisions you have made concerning signs you have used to create meaning**. The following terms should be used: -

- Encoded
- Decoded
- Sign
- Signifier
- Connotation

The print advert should be completed electronically, using software of your choosing and should feature at least one original image and one character.

In addition, you need to **explain why your advert is a successful product** and how well you have targeted the intended **audience** and how well they will be able to **read** the text you have created in the **preferred** way.

Task 3 (suggested time 1 hour 30)

Look at a range of existing print adverts aimed at **women**, find **4** examples of **positive stereotypes**. THEN... Look at a range of existing print adverts, give **4** examples of **negative stereotypes**.

Answer the following question in at **least 500** words but **no more than 750**, using your findings from these adverts to support your response. You should aim to include **analysis** and the following terms: -

- Encoded
- Decoded
- Sign
- Signifier
- Connotation

*In contemporary society, are women still conforming to the 'media-created woman' for a man's pleasure? Discuss and offer contemporary media examples to support your ideas. (You may want to google feminist theorist **Van Zoonen** for a few ideas)*