

# Dear Start Student

Welcome to the Media Studies department – we do hope that your two sessions with us help to give you an idea of what Media Studies is all about.

You will be analysing two film trailers from 'The Jungle Book' (1967 and 2016) to discover how marketing has changed and analysing two perfume adverts to see how the representation of gender is constructed. Both are examples of what we call 'textual analysis' and are part of the exam work for the course.

We will be discussing how you can analyse a text, both as a moving image and as a print product, in order to discover how it was constructed, or put together for a specific audience.

We will teach you a few key terms and there will be note taking and a discussion.

Wyke was the first college in the area to offer Media Studies and has been producing outstanding results within the subject for over twenty years.

Hopefully you will enjoy your Wyke Start Media Studies sessions.

## **A Level Media – Summer Task**

We'd love you to be thinking about the Media during the summer break, so we'd like you to complete the following task:

- Find a print advert (from a newspaper or magazine) that you like.
- Write 300 words about what makes it an effective advert.
- Bring the advert and your written account to hand into the department at August enrolment.

We look forward to reading your work, and to seeing you in September!

**Tim Anderson**

**Rebecca Ives**

**John Hamlin**