

Media– Summer Work

Exam board – Pearson BTEC

Specification - <https://qualifications.pearson.com/en/qualifications/btec-nationals/creative-digital-media-production-2016.html>

Tasks to Complete

Watch: Scandalous: Phone Hacking on Trial

<https://www.bbc.co.uk/iplayer/episode/m001mxb5/scandalous-phone-hacking-on-trial>

Looking at the newspaper industry and in particular how it is regulated is a big part of the course.

Read: Essential Media Theory.com

<https://www.essentialmediatheory.com/>

Sign up to the above website. It is free and contains lots of information. Spend some time exploring the Language section. Find out what the following theorists believed.

language

strauss

barthes

todorov

neale

baudrillard

Taster Text 3: FIFA Women's World Cup 2023- Media Language & Context -Advertising and Marketing



Fifa Women's World Cup 2023: The Pride has Arrived



FOX Soccer: USWNT v Rest of the World



More than 1 million girls in UK lose interest as sport as teenagers



This Girl Can

Activity: Study these frames from the July 2023 ITV 'Pride has Arrived' audio-visual advert. Ignore the evidence of my screenshots! What do you notice about colours? Mise-en-scene [what is in the frame]? Who is in the images? [Who ISN'T in the advert?] The locations? The non-verbal communication [NVC]? What are some of the denotations and, as a result, connotations?

Consider: How does this audio-visual advert communicate meaning?