MEDIA STUDIES

SUMMER PROJECT 2019

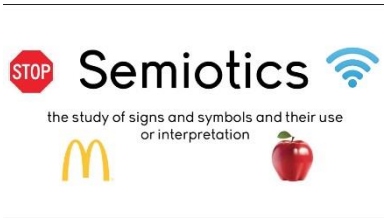
THIS PROJECT SHOULD BE COMPLETED BEFORE YOUR FIRST LESSON IN SEPTEMBER 2019

Bring your presentation with you on a memory stick or email to:

egould@bwsgirls.org

THE TASK

In media studies it is important that you are confident in presenting and can critically analyse media products. As part of your course you'll study a range of texts from across the media e.g. online, TV, film, radio, magazines, newspapers, music videos, video games.



One of the key ways we analyse texts is by using **SEMIOTICS** the study of signs and symbols; it help us investigate how meaning is created, and how meaning is communicated. You can find many articles online which help explain semiotics, and also check out the video links here:

https://www.youtube.com/watch?v=bow0Y9QUlBU&safe=true

https://www.youtube.com/watch?v=p3XvJDxjIpU&safe=true

At the start of the course, we want to know about **you** and the media products that have shaped you as a person.

As part of your presentation we would like you to:

Introduce who you are and why you have chosen to study media studies at KS5. Present a semiotic analysis of a media text of your own choice to your group.

1. **Explain** why ***you*** think semiotics is important in media studies
2. **Present** your media text (if a moving image, no longer than a 30 second clip, and embed the link); using text boxes, arrows, screen grabs you should present your semiotic analysis clearly, and pitch to your audience of fellow students.
3. **What key information has a semiotic analysis given you? Who is the target audience for your text? How useful is semiotics in decoding meanings?**
    i. Why did you choose this text?
    ii. how does the text relate to your own values?
4. **MEDIA EXPERT TASK: STRETCH AND CHALLENGE**: discuss the ideological functions (how the text promotes or challenges society's beliefs about such things as gender, race, ethnicity, social class etc) of the signs in the text and of the text as a whole.

Your presentation can be done as a vlog, blog, Powerpoint.

We look forward to your presentations.

Semiotic Analysis: Advice to Students

Semiotics can be applied to anything which can be seen as *signifying* something - in other words, to everything which has meaning within a culture. Even within the context of the mass media you can apply semiotic analysis to any media texts (including television and radio programmes, films, cartoons, newspaper and magazine articles, posters and other ads) and to the practices involved in producing and interpreting such texts. The investigation of semiotics involves trying to make explicit what is usually only implicit.

A media'text' (such as a printed advertisement, an animated cartoon or a radio news bulletin) is in itself a complex sign containing other signs. Your initial analytical task is to identify the signs within the text and the codes within which these signs have meaning (e.g. 'textual codes' such as camerawork or 'social codes' such as body language). Within these codes you need to comment on the meaning(s) created by the camera *shot size*: long shot, mid shot, close up; colour signifiers and any other ‘codes’ you consider significant.

Example of what to comment on, and analyse, in a magazine front cover

Masthead: typography, colour, placement

Main image: who is it? Camera shot, colour codes

Mise en scene: lighting, setting; body language, costume, hair, facial expression

Cover lines: vocabulary, colour signifiers; literary techniques; typography and size