

KS5 Media Studies summer project

One of the first things you'll be doing, in both your Level 3 BTEC Creative Digital Media and A Level media studies courses, is analysing **how** media products represent particular social groups. Media representations change over time to reflect cultural and societal changes; however, gender stereotypes continue to appear in some media texts.

In 2019, a ban on UK adverts featuring "harmful gender stereotypes" – like the Aptamil ones below - or those which are likely to cause "serious or widespread offence" came into force.



Adverts, like these (above) for baby formula Aptamil were accused of reinforcing gender stereotypes

Your task:

Gender representation can be explored by **analysing** the media language used in media products and how particular techniques can create meaning(s). We can also use media theory e.g. Laura Mulvey's Male Gaze and Stuart Hall's representation theory, to help us interpret those meanings.

Your task is to **analyse** the print advertisements below explaining how the media language creates meaning. Some terms you could use are: anchorage, slogan, copy, colour palette, mise-en-scene, camera shot size and/or angle; narrative.

You should include the media texts (below) in your written response and bring to your first lesson in September. Your response should be between 500-800 words.

