

Media Studies A-level Summer Learning Activity/ Task

In Term 1 we will study advertising and marketing and a range of print ads and film posters from past and present.

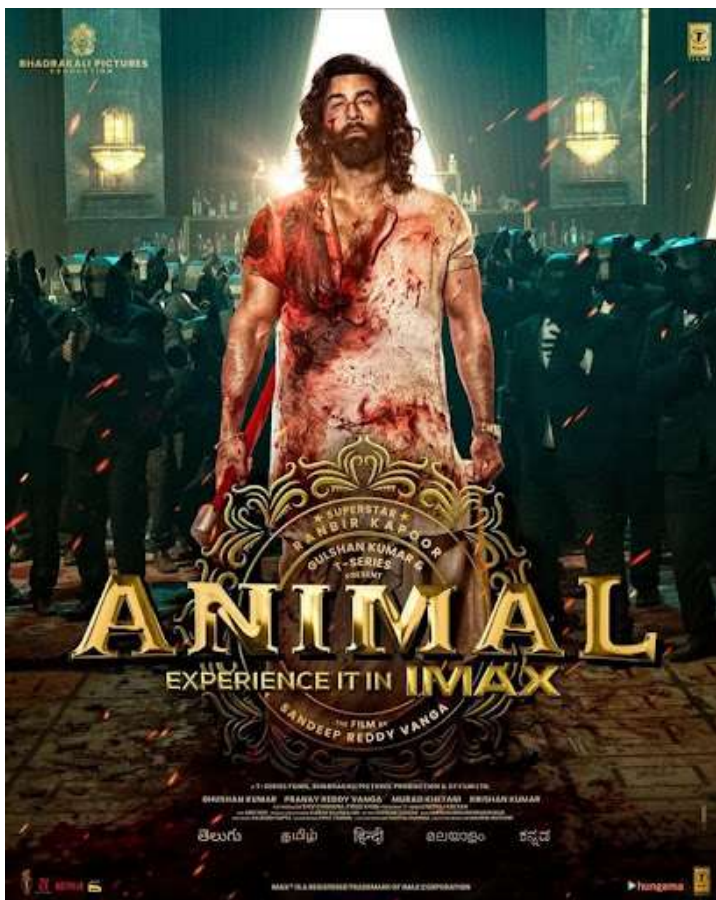
Task:

Research a range of print advertisements and film posters by simply carrying out a 'Google' search for adverts for different products e.g. 'adverts for cleaning products', 'film posters'

- Select a range of adverts and film posters which represent gender (men and women) in a range of different ways.
- You can also discuss representation and how groups or events are being shown to us
- You can discuss media language and how the poster is creating meaning through visual and language elements

Copy and paste these adverts on to a Word document or into a PowerPoint presentation. Can you annotate your examples to explain how men and women are represented (portrayed)?

See example below:



Analysis

Visual Codes

Gold connotes luxury which could link to the lifestyle of the character
The blood can link to the idea that there will action. The axe within the characters hand will also connote this further
The people behind him in masks can connote an enigma or danger

Language Codes

The title connotes a sense of action or can link to the main characters personality
The use of superstar establishes the actor is a famous actor

Representation

A stereotypical representation of men where you can see his appearance has been exaggerated to create hypermasculinity ideologies