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

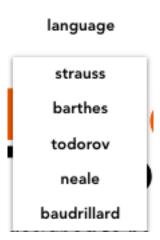
https://www.bbc.co.uk/iplayer/episode/m001mxb5/scandalous-phone-hacking-on-trial

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.



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?