



**Shenley Brook End Sixth Form
Summer Transition Tasks for
Cambridge Technical- Digital Media**

Due date Monday 11th September 2023

Media Studies – Cambridge Technical Extended Certificate

Objectives – by completing this task you will explore the many different types of media and begin to think critically about them. It will also require you to begin applying your analysis skills to media products. By keeping a record of your own media use, it will encourage you to reflect on your own consumption. Choosing an important type of media to you to analyse will also help us get to know you and understand your interests. Task one encourages you to use your practical and creative skills. Task two encourages you to reflect, analyse and evaluate the media you use. These are all vital skills to the course.

1) Create an advert for a product of your choice.

Create a print advert. We encourage you to take your own photographs. In addition to this you could create a 30 second TV / Radio advert OR a website / social media campaign to accompany this advert. [*See recommended websites ask for ways of completing this task*]

2) For one week keep a diary of what media you use. Keep a record of when and why you use the media and why it appeals to you. Choose one product from the week to write 2 – 3 paragraphs (no more than a side of A4) analysing why you use this media product. Think about the pros and cons of using it and whether the digital age has impacted your media consumption.

What you need to submit

You should submit your practical work for task one. You should aim to write at least 2 – 3 paragraphs or an A4 side for task two.

Wider Reading

For completing the practical element of the summer task, you may find the following free to use websites useful:

Canva.com – for creating and editing print texts

Pixlr.com – for editing photos

Wix.com – for creating websites

www.blackmagicdesign.com/products/davinciresolve/ - for editing video

For sound and video editing there are a variety of apps available on your phone. We recommend InShot.

You may also wish to watch some of the TV shows about film or read some of the academic books listed below.

BOOKS

Allen V. et al: Cambridge Technicals Level 3 Digital Media (Hodder Education)

Curran J and Seaton J: Power Without Responsibility (Routledge)

Dixon M: Media Theory for A Level: The Essential Revision Guide (Routledge)

Sardar S: Introducing Media Studies a Graphic Guide (ebook on Amazon Prime)

Zoetanya S: The Social Media Age (SAGE)

TV, Radio and Websites

BBC I Player / BBC Radio 4: The Media Show

BBC I Player: The Rise of the Murdoch Dynasty

David Gauntlett's website(<http://theory.org.uk/>) covers a range of theories and theorists with substantial context and links to further articles and interviews