

# Bridging activity

## 12 Media Studies

There are two activities to work on to be ready for 12 Media Studies:

1. Choose an advert, music video or TV show clip created post-2000 that you find interesting in terms of its representation of gender, age, race or disability. Clips should be no longer than 3 minutes of film.
2. Be ready to talk about your choice in class having considered:
  - How it uses images to promote a view of gender/race/age/disability
  - Is it a positive or negative portrayal of gender/age/race/age/disability?
  - What kinds of messages and values are supported? Rejected? Why?
  - What are the production values? Is it expensively produced? Does it have expensive effects? Lighting? Sound/colour?
  - What use is made of setting/mise-en-scene to suggest ideas about race/gender/age?