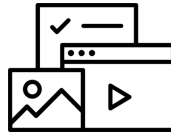




St. Anne's Sixth Form

Get Ahead Tasks

Media A Level



Choose between Task 1 or Task 2

Task 1: Music videos that say something about our world

1. **Childish Gambino- 'This is America'** Watch: https://www.youtube.com/watch?v=VYOjWnS4cMY&list=RDVYOjWnS4cMY&start_radio=1

Consider the following questions:

- What is Childish Gambino saying about black people's experiences in America?
- Why do you think Childish Gambino wears very simple grey trousers and that's it in the video?
- The happy choral music juxtaposes some of the scenes in the video, what impact does this juxtaposition have?
- At the end, Childish Gambino is running looking terrified, what do you think he is running away from? What lasting message does it leave with the audience?

Satire – KEY TERMINOLOGY

A satire is when a text uses irony, shock or humour to make a political point.

'This is America' is a metaphor for the violence that underpins black experiences in America; this violence is often normalised like with the school children still dancing, or hidden like the gun that is taken away and covered up at the start after Childish Gambino shoots the guitarist.

The gunning down of the choir is an intertextual link (see meaning below) to the 2015 Charleston shooting in which white supremacist Dylann Roof killed nine black people in a church basement. Do you think musicians should use their art to make political statements? What impact might this music video have on black communities in America?

Read more: <https://time.com/5267890/childish-gambino-this-is-america-meaning/>

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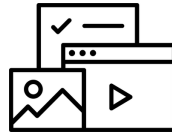
Exam Board: **AQA**



St. Anne's Sixth Form

Get Ahead Tasks

Media A Level



Choose between Task 1 or Task 2

Task 1: Music videos that say something about our world

2. Lady Gaga and Beyoncé - 'Telephone'

Watch: <https://www.youtube.com/watch?v=EVBsypHzF3U>

Consider the following questions:

- The video uses hyperbolic stereotypes and stock characters- prisons, women, men, American diners and criminals- what point is the video making about stereotypes and assumptions?
- How do you think women are represented through the characters of Lady Gaga and Beyoncé? Consider how their changing costumes serve to both objectify and empower them.
- The music video is called 'telephone' and the lyrics 'stop calling' are repeated often in the chorus; what point could the video be trying to make about communication in today's world?

Intertextuality – KEY TERMINOLOGY

Intertextuality is when one text refers to another, often this is to make a deeper point.

Intertextuality is a convention often associated with post-modern texts.

'Telephone' has intertextual links to both Thelma and Louise and Kill Bill 1 (see images below)

Research these two texts and then consider the relevance of the intertextual link in 'Telephone'

Do you have a favourite music video that you think really says something about our world? Have a go at analysing it using the key terms above.

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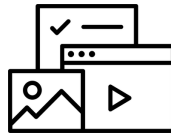
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St. Anne's Sixth Form

Get Ahead Tasks

Media A Level



Choose between Task 1 or Task 2

Task 2: How New Media Technologies are changing the fabric of society

1. What is New Media Technology?

Read: https://www.webopedia.com/TERM/N/new_media.html

Watch: <https://www.youtube.com/watch?v=yuKu6PZXCIY>

How do you think NMT (new media technology) is changing different industries? Consider the following points:

- In the 1960s around 80% of America's population read at least one newspaper, today less than 10% of the population reads a newspaper. How do people consume the news and magazines in today's world?
- Worldwide the film industry loses around \$20 billion each year from illegally downloaded film and TV series. What impact are pirate streaming services having on the profit and integrity of the film industry? What are the benefits of online streaming?
- Twitter was created in 2006, it now has 330 million users worldwide. What role does twitter play in society? What is it used for?

2. Fake News

- As well as from television, people are increasingly getting their news information from social media, with disastrous consequences. Whilst newspapers offer a degree of fact checking and veracity due to government oversight, it is a free-for-all on social media.
- If we focus on Twitter, there were more than 6.6 million tweets that included fake news or conspiracies in the month leading up to the US election.
- This is demonstrated by the fact that the most shared piece of news in the US election was the purported endorsement of Trump by Pope Francis. This is obviously false, and yet had received 960,000 Facebook engagements by November 8.
- Overall, an eye watering 126 million Americans saw fake news through the medium of Facebook.

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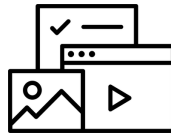
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St. Anne's Sixth Form

Get Ahead Tasks

Media A Level



Choose between Task 1 or Task 2

Task 2: How New Media Technologies are changing the fabric of society

What impact does fake news have on audiences? Do you think fake news targets specific audiences? Is all fake news bad? Why is fake news not regulated and removed straight away?

1. Fake or Real? (You'll have to find out the answers yourself online)

- Robot becomes Headteacher in Wales
- Australia is moving further North, which means Sat Navs may struggle to find significant landmarks
- Women gives birth to 4 stone baby
- World's first underwater golf course opens
- Penguin breaks into family home

2. Citizenship Journalism

Citizen journalism is conducted by people/ the public who are not professional journalists but who disseminate information using Web sites, blogs, and social media.

Read: <https://www.theguardian.com/media/2012/jun/11/rise-of-citizen-journalism>

What impact does citizenship journalism have on audiences? What does it give them that was never possible before with print newspapers or magazines? Have you ever been a citizen journalist? What did it feel like? What are the dangers of citizenship journalism?

Have a go at analysing your own attitudes to these progressing technologies. Do you acknowledge and consider your relationship with the news and how you process information?

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