



WILBERFORCE  
sixth form college

## SUMMER BRIDGING WORK 2023

Summer Bridging Work is an important part of your transition to Wilberforce Sixth Form College. This piece of work will count towards your effort grade. Please complete your summer bridging work in time for the start of term.

**You are required to bring evidence in paper format/electronically and hand this into/produce this to Lewis Kellett, your subject teacher during your first lesson.**

### Media Studies

#### OVERVIEW OF SUBJECT

A-Level Media Studies is an engaging and dynamic course that explores the influential role of media in the world around us. This subject offers students an opportunity to critically analyse various forms of media, including film marketing, television, advertising, music videos, magazines, newspapers and digital platforms. It enables students to develop a deep understanding of how media shapes our perceptions, beliefs and values as well as its impact on social, cultural and political contexts. On the course we encourage students to develop their analytical, research and creative skills, not only to enhance the deconstruction of media messages through codes and conventions, but in preparation for developing their own media products.

#### ENTRY CRITERIA

A minimum GCSE average of 5.0 and grade 4 in GCSE English Language.

#### LITERACY TASK

To what extent do you agree with Allen Ginsberg's quote "whoever controls the media, the image, controls the culture"? Please give examples in your response. You may research your examples, and other bits of evidence to support your points. You should write 500 words to demonstrate and showcase your written ability.

#### PROGRESSION OPPORTUNITIES

Below we have listed four careers linked to Film Studies. You are tasked to research the four careers, choose one that most appeals to you and write a 200-word essay as to why you feel this career would be most suited to you.

- Journalist
- Marketing
- Social Media Content Creator
- Digital Graphic Designer

Kind regards

Michael Cook

**Faculty Head for Creative Arts**

If you have any queries regarding your Summer Bridging Work, please contact me via email [ljkwilberforce.ac.uk](mailto:ljkwilberforce.ac.uk)  
I will aim to respond before your enrolment appointment.