

A Level Media Studies

Summer Transition Work 2024

Welcome to A Level Media Studies

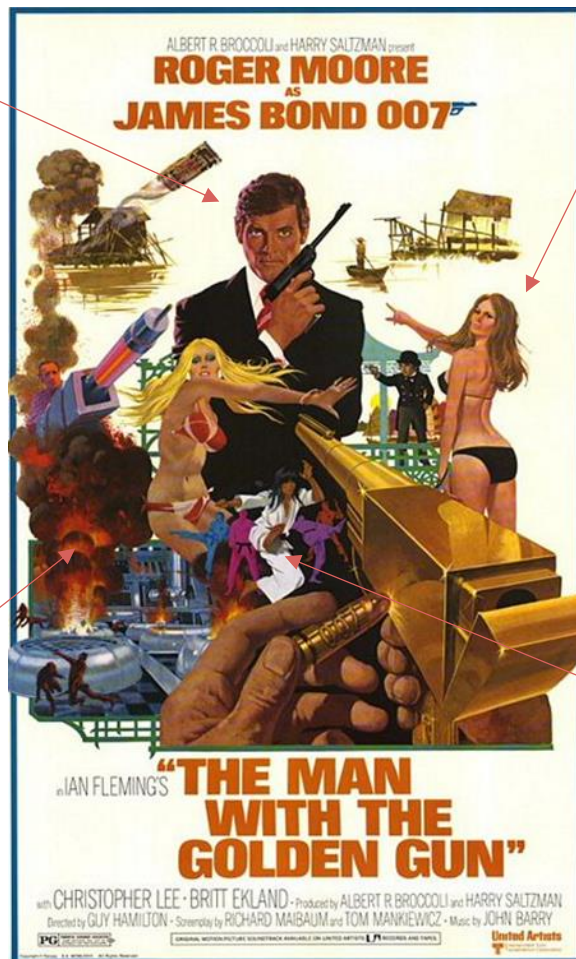
Thank you for choosing A Level Media Studies Longsands Sixth Form. We're really pleased that you have decided to choose Media Studies and we look forward to meeting you in September. These tasks are designed as an introduction to the course, and you will be using the work you have produced in your first few lessons.

TASK ONE: Gender Representation

Read the annotated analysis of "The Man with the Golden Gun" (1974) below relating to the representation of gender. Then annotate the poster for "No Time to Die" (2021) analysing the representation of gender.

Representation of masculinity: Alpha male. Centrally positioned character connotes dominance. Direct gaze connotes confidence. Suit and tie signify wealth and success. Gun connotes sexual power over women. Large hand connotes physical strength. Tanned skin signifies health and vigor.

Male characters shown fighting in silhouette connotes mystery, secret missions and male violence. Possible phallic symbols of rockets and weaponry.



Female characters are slim, wear eye shadow and lipstick, have long hair, wear skimpy bikinis - sexualized representation suggests they are objects to be admired by men for physical appearance. Women are positioned around Bond as accessories - suggests they are subservient and unimportant. Linked to Laura Mulvey's 'male gaze' theory - the audience is encouraged to focus on the curves of the women's bodies positioning audience as heterosexual males.

Female character is a countertype shown in martial arts pose - darker skin tone connotes ethnicity and 'the exotic'.



TASK TWO: Write three paragraphs considering the similarities and differences between the representation of gender in the two James Bond film posters. Consider the different social and cultural context in which the two films were released.

TASK THREE: Explain how the poster for “Spy” (2015) subverts and mocks the stereotypical conventions of the Spy Thriller genre. Consider the representation of gender in your answer.

