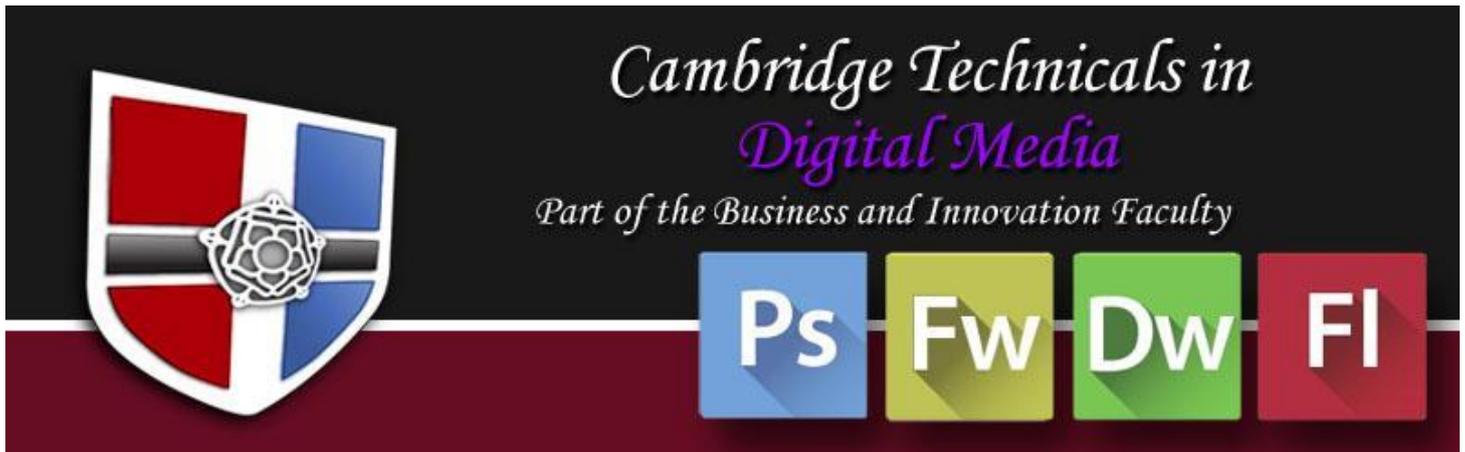


SIXTH FORM SUMMER TRANSITION TASK

	<u>DIGITAL MEDIA, CAMBRIDGE TECHNICAL</u>	
	Qualification Level	Level 3, Extended Certificate
	Exam Board/ Syllabus	OCR
	Contact(s)	Mr McGrory and Mr Cornelius



Cambridge Technicals in Digital Media Summer Transition Task

Welcome to **Cambridge Technicals in Digital Media**. This task will form part of the exam preparation required for **Unit 1; Media Products and Audiences**. The task will be graded at Pass/Merit/Distinction and the expectation is that you achieve your Target Grade.

The aim of this task is to develop knowledge and understanding media theorists for digital media products:

- Tzevtan Todorov
- Claude Levi Strauss
- Rick Altman

To pass Learning Objective 1 you must demonstrate you are able to understand the theories applied by each of the theorists and you can use media examples such as films or television programmes to illustrate each of the theories.

The report must be properly formatted, written in your own words, include the relevant headings and a bibliography referencing all of the sources used for research. **Bold headings** are main section areas and these need a general introduction. The **bullet points are sub-sections** and each **needs a paragraph** explaining the topic.

Presenting Your Work

Work will **not** be accepted, unless you follow this guidance;

- Work must be **presented** as a formal presentation using **Google Slides**
- Put **Unit 1 Media Theory** in the page header
- Put your **full name** and **candidate number** (if known) in the page footer.
- **Slide 1** must be a **title page**, with the following information on;
 - Unit 1 Media Theory
 - Cambridge Technicals - Level 3 Digital Media (2016)
 - Full Name
 - Candidate Number
 - Sponne School 27258
- **Slide 2** must be a table of contents
- Main text must be no bigger than point size 16.
- Each slide needs an image, 5 bullet points of text and some speaker notes to help you present the information
- There must be 1 slide for each of the theorists (Todorov, Strauss, Altmann) and 1 slide each for the supporting example
- In total no less than 9 slides must be completed, no more than 18 (you can have more than 1 example for each theory)
- The last slide of your presentation must include a **full list** of any websites/ books you used to help you complete the tasks.
- All work **must be your own**; copy and paste from resources will result in a U grade.

Report Topics

“Report on three Media Theorists with examples”

The report is broken down into the following 3 sections. There are some links to websites to use for information. Wider research is recommended. Use pdf at the end of the search term to find scholarly articles on the topics.

Proposal Part 1

1. Tzevtan Todorov

The 5 step narrative formula

<https://media-studies.com/todorov/>

<https://philosophy-question.com/library/lecture/read/272558-what-are-the-5-stages-of-todorovs-narrative-theory>

<https://wikilivre.org/culture/what-is-todorovs-theory/>

2. Claude Levi Strauss

Binary Opposition

<https://www.youtube.com/watch?v=KQV5e8FM31E>

[What is Levi Strauss' Theory of Binary Opposites? | MyTutor](#)

3. Rick Altman

Audience Pleasures

<https://cpb-eu-w2.wpmucdn.com/blogs.grammar.sch.gg/dist/a/4/files/2013/11/Altman-Handout-1s9r2m3.pdf>

<http://georginafentona2mediastudies.blogspot.com/2015/11/genre-3-steve-neal.html>

Assessment Criteria

	Pass (E)	Merit (C) / Distinction (A)
Assessment Criteria	I will be able to create a presentation with details of the philosophies of 3 media theorists and use some basic examples to illustrate	I will create a detailed well written presentation covering at least three theorists and use a broad range of well selected examples from a range of media products that clearly illustrate the theories in question with a sound justification in each case

Reminders

- Proof read your work as you type.
- Spell check (F7) regularly
- Make sure you have used headings and sub-headings.
- Make sure main text is no larger than point size 12.
- List all research sources in the bibliography at the end of the report.
- Avoid using Wikipedia.