



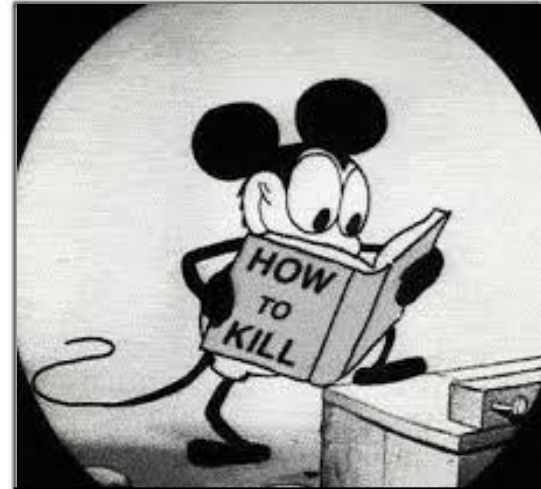
## Year 12 Transition Work

### Starter

See the whole history of human communication in four minutes by watching this video:

<https://www.youtube.com/watch?v=wJkfKE-sZDg>

Write down what you think are the top four biggest leaps in the evolution of the media and explain your choices.



Is Disney Evil? See inside!

### Main

#### Breaking news!

**The Frankfurt School** theorised in the 1920s and 30s that the mass media acted to restrict and control audiences to the benefit of corporate capitalism and governments. "Films, radio and magazines make up a system which is uniform as a whole and in every part... are one in their enthusiastic obedience to the rhythm of the iron system...any trace of spontaneity from the public in official broadcasting is controlled and absorbed by talent scouts, studio competitions and official programs of every kind selected by professionals." Theodor **Adorno** and Max **Horkheimer** (1944)

Your tasks:

1. Go Googling to find out what the Frankfurt School was.
2. How true do you think this statement is this now?
3. What impact has changing media had on audience control in 2018?

### Dessert

#### Know your terms

A glossary of Media Studies terms can be found at:

<https://brianair.wordpress.com/film-theory/glossary-of-media-terminology/>

See how many you can learn in time for September.

Here's an easy one:



**Image** – a visual representation of something



## Exclusive!

Just how does advertising make us buy stuff we don't need? (See inside!)