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**BA Media and Communications – 182 MAPA Coursework 1**

**Video Links:**

Main Link: <http://benmullins.coventry.domains/videos/>

Backup Link 1: <https://www.youtube.com/watch?v=ZTzEwpy_EpU>

Backup Link 2: <https://drive.google.com/file/d/1e4HkQ7hyD8y9we61C6z-Stebav5cIZe8/view?usp=sharing>

My Contribution to 182 MAPA Coursework 1

Within this assignment, I contributed to multiple aspects in order to not only improve the overall end product, but also to overcome problems that were encountered during the creation of this video project.

During pre-production, the group decided to divide research on our six key aspects between the five of us, with each of us researching academic sources as well as how this related to our chosen topic of advertising to children. The topic I chose to research was Political Economy, and so my first step was to not only find a definition of this, but also to read further into a specific part of this topic. As a result, I discovered a strong source on Marxism and Commodification, which allowed me to gain further knowledge to assist me in my next task of scriptwriting. Each of the group wrote an initial basis for a script, and as I was chosen as the main presenter in our video, I read through each of these thoroughly and adapted each one to fit my vocal style. A problem that was encountered within pre-production was that there was an initial disagreement between members of the group on the style of the video. I helped solve this issue by communicating effectively with my group in order to take aspects of each style and adapt this to make the best fit for everyone.

During the production of the assignment, I had multiple roles. My main role was to speak on camera, which I volunteered for as a few members of my group lacked the confidence to speak clearly on camera. Furthermore, I aided in the technical side of filming as I had the strongest knowledge of cameras out of my group, and therefore setting up a shot and adjusting the focus were something I found simple. As a result, our production was efficient as tasks were completed quickly and competently due to a firm collaboration between those of us with different skill levels.

During post-production, I was assigned as one of the main editors and immediately encountered a technical difficulty as the audio of one of the videos I was tasked with editing had corrupted. This was solved by adding a voiceover to cover the key points of the video and adding stock footage to show these points visually. Moreover, my previous experience in editing allowed me to put together a cohesive text, and technical skills such as my ability to use J cuts within our footage enhanced the quality and overall professionalism of the project.

In conclusion, I contributed in a beneficial and proficient manner and was able to enhance the project due to my foregoing experience as well as my ardent work-ethic. Whilst there are details that I would take extra preparation for when tasked with another similar assignment, for instance planning the setting of shots better as to spend less time looking for locations to use, the majority of our efforts were not only valuable in making a successful video project but were also useful in building skills for future projects.