

Media Studies

MEST2

Unit 2 Creating Media

To be issued to candidates on or after Thursday 11 September 2008

All teacher-assessed marks to be returned to AQA by 15 May 2009

This document contains:

- general guidance
- details of the scenario and briefs.

For this paper you must have:

- appropriate materials and/or technology.

Instructions

- Overleaf you will find three Productions Briefs.
- Each Brief contains instructions for three separate tasks, each requiring you to work in different media platforms – Broadcasting, Print and eMedia.
- Read the briefs carefully.
- You should select **one** brief.
- You should then produce the material indicated for **two** of the tasks from your chosen Brief.

Information

- You are reminded that the Production Process comprises the following:
 - Research
 - Pre-production
 - Production
 - Evaluation
- You should ensure that you have read all of the supporting materials that come with this paper.
- The maximum mark for this paper is 80.
- You will be judged on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.

Read the scenarios.
Choose **one** Brief and answer two tasks on that brief.

Brief One

An independent British Film and Television production company, *Prime Times Productions*, has produced a feature film with a budget of £5 million pounds, partly supplied by lottery funding.

Prime Times has aspirations for its film to appeal to more than the mainstream 16-25 youth market and the distributors are looking to release the film in about twenty cinemas around the UK in the hope that it will 'build'.

Prime Times is also working on a new TV drama series aimed at youth audience and has produced the TV pilot for series.

The TV pilot has been sold to the BBC's digital channel, BBC3, which is targeting a youth audience and is hoping to challenge C4's dominance in this market. The series is scheduled to go out at nine o'clock on a Friday night and will be one of the channel's flagship products.

Tasks

(a) Film and Broadcasting

You are a freelance employee of *Prime Times Productions*, working in their Advertising and Promotions Department. You have been given the task of producing a two minute trailer for **one** of these products:

Film

The trailer for the film should attempt to hook its audience into the narrative, posing questions for the audience that the film will answer. Bearing in mind the film's target audience, you will need to consider carefully the balance between plot and spectacle. It is expected that the trailer will be shown in cinemas showing films that have been given a 15 or 18 certificate.

Television

The trailer for the pilot should hook the audience by introducing them to the main protagonists and some of the key locations to be used, as well as creating situations and dilemmas that the series will explore. It is expected that the trailer for the TV pilot would be shown on both BBC1 and BBC3 between 7.30 pm and 10.00 pm.

(b) Print

You are a freelance journalist who specialises in producing copy about the entertainment industry. You should create two features on the release of **either** *Prime Times*' British film **or** *Prime Times*' TV episode.

You should aim to produce **two or three** A4 pages for each piece including images and text. The pieces should be specific to an existing publication, which you have identified, such as a newspaper, magazine or special interest magazine.

The appeal for the audience will vary according to the publications that you choose – an article produced for *Cosmopolitan* magazine would take very different angle into the story than an article for a specialist magazine such as *Total Film*.

(c) e-Media

You are a web designer and content writer, working for an IT company, *WEBIT*. The company is pitching to create the official website for *Prime Times Productions* new releases. You should create three web pages (the home page, and two others) which will support the release of **either** their new film **or** TV series.

Your internet site will need to cater for both the casual browser and people bringing an existing interest to the site. You will therefore need to include material which supports the release and which, perhaps, goes beyond information that has been released in other media, whilst still trying to capture people's interest who are new to the product.

Brief Two

Health and lifestyle issues are receiving a lot of attention in mass media, with worries about the nation's health getting almost daily coverage, yet many believe that this is having little impact upon people's behaviour.

The Department of Health have decided that most of the material being created to address these concerns is failing to communicate with the sector most at risk – namely teenagers. With this in mind, the Department have decided to enlist interested A Level students at a variety of 6th forms in your area to see whether they can make any difference to the materials being produced.

Tasks

(a) Broadcasting

Create a **two to three** minute sequence for a lifestyle TV or radio show aimed at a young British teenage demographic, broadcast weekly at 7 o'clock on a Friday evening. You should choose which existing channel might broadcast the programme.

(b) Print

Create two features for two existing magazines or newspapers, which you have identified, aimed at different target audiences. You should aim to produce **two or three** A4 sides per magazine, including text and images.

You will need to reflect the house style of your chosen publications in writing your features. Remember that health and lifestyle issues may be addressed differently according to the different demographics of the audiences you are addressing.

(c) e-Media

Create **three** web pages for a health-orientated website aimed at a primary audience of young people aged 13 – 17 but which acknowledges that there are going to be many secondary audiences. You should consider carefully the institutional context for this e-media Brief. You might, for example, feel that the issue is important enough to create a site specifically targeting this age-group, perhaps feeling that teenagers might be put off by the 'image' of the health institutions' main sites.

Brief Three

Media commentator, Richard D North, has suggested that some of the reasons young people are consuming less news and current affairs as follows:

1. Young people have better things to do than obsess on current affairs
2. The young have information coming at them every which way
3. Regulation makes for media forms which are especially boring to the young
4. Most news is repetitive and formulaic: it wouldn't matter if there was less of it
5. The young feel excluded from the coded conversation which current affairs give them.

Source: http://www.richarddnorth.com/10_propositions/youth_disengagement.asp

You are employed by a local mainstream multi-platform news organisation. In the light of this report about the lack of interest in politics and mainstream news provision by younger people, you have been asked to try to engage this audience by providing an alternative angle on current affairs content that aims to appeal to a younger audience.

You should look at this provision and analyse how these products might be off-putting to younger audiences. You should then consider how you might re-fashion news and current affairs coverage to make it appeal to a youth audience.

Tasks

(a) Broadcasting

You should create a **two to three** minute sequence for a new factually-based programme to be screened on Channel 4 at 6.30 pm on a Monday night and aimed at the 16 – 21 demographic.

(b) Print

You should create two feature articles, each for an existing magazine or newspaper which you have identified. Your articles should be written in such a way as to engage a youth audience by means of an alternative angle on a current affairs issue.

You should link your features to existing publications which are seeking to branch out and widen their brand portfolio.

(c) e-Media

You should create three web pages of an existing internet site dealing with current affairs content aimed at people under the age of 30.

The pages should be written and designed in order to present current affairs issues in an appealing and engaging fashion to the target demographic.

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