

General Certificate of Secondary Education
June 2007



MEDIA STUDIES
Higher Tier

3571/HM

H

Preliminary Material for Controlled Test

To be worked during May 2007

NOTE FOR EXAMINATIONS OFFICER

This preliminary material may be given to teachers and candidates at any time on or after 27 April 2007, before the supervised time during which the answers will be written. No teaching can take place after this date. Another copy of the questions with three A3 design sheets and a 12-page answer book will be provided for use in the test. The final date for the completion of the Controlled Test is 31 May 2007.

Time allowed: 3 hours

Instructions

- In the 3 hour timed test period, you will have to attempt **all four** tasks.
- Before the timed test period you should:
 - read carefully through the whole of this paper
 - prepare your answers to the four tasks.
- You may not take any of your work, or this copy of the question paper, into the test.

Information

- The topic area examined in this paper is **The Music Press**.
- The maximum mark for the Controlled Test is 100.
- All tasks carry equal marks.

Advice

- You are advised to do the tasks in the order given.
- You may use coloured pencils in your work.
- You are advised to use fine liners and rulers.
- You may make any sketches and diagrams which you think will help explain your answers.

Complete **all** tasks, but read through the whole paper first.

bSharp Publishers
5 The Boulevard
Milton Keynes
MK1 4QQ

27th April 2007



Dear Colleague,

We are looking for enthusiastic young people interested in music to help with the launch of a range of new monthly magazines dedicated to different genres of music. As you know, this is a very competitive market and we are looking for a dynamic team to make this venture a success.

The magazines will be available as print publications and on-line versions. Our readers can then choose to buy over the counter or subscribe to our on-line site. We aim to take the best and make it better so that our range of publications will appeal to a wide audience of all ages and all tastes.

We are looking for creative people, able to focus on one style of music that they find particularly exciting. If you want to be in our team, working on this vibrant project, complete the following tasks and submit them to me promptly.

Yours truly,

Bethany Sharp

Bethany Sharp
Executive Publisher

Tel: 01323 8890253
Fax: 01323 8890254

Task 1**Total for this question: 25 marks**

What do you think makes a successful music publication? You need to consider **at least three** publications, either in print and/or on-line, at least one of which was published before the mid 1980s. What made these publications successful and significant at a given moment in time?

Task 2**Total for this question: 25 marks**

What is your chosen music genre? Define your target audience, suggest a title, sample contents list, ideas for regular features over the first four editions, potential advertisers and the structure and layout of the publication. Having researched your target audience, what will the cover features be for the first four editions?

Task 3**Total for this question: 25 marks**

Focussing on the launch edition of your chosen genre, design **one** of the following:

EITHER the front page of the print version of your new publication

OR the on-line home page for that publication.

Use the A3 design sheets.

Task 4**Total for this question: 25 marks**

Convince us that your publication is going to be successful and will appeal to your target audience.

END OF TASKS

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