



General Certificate of Secondary Education
June 2010

Media Studies

48101/PM

Unit 1 Investigating the Media
Topic Reality Television

Preliminary Material

To be opened and issued to candidates on or after Monday 10 May 2010

Notes to candidates

- The following brief has been issued to help you prepare for the examination for **Unit 1 Investigating the Media**.
- You are advised to read it carefully and use it to guide your preparation.
- The preliminary material takes the form of a brief. In the examination you will be expected to respond in role to this brief.
- You will need to use the knowledge and understanding that you have gained of Reality Television and Media Issues.

Guidance for the examination

- You should take into the examination coloured pencils, fine liners and a ruler and use these where appropriate.
- You should make sketches and diagrams to help develop your answers where appropriate.
- You are not allowed to take this copy of the brief or any notes with you into the examination.
- A clean copy of this brief will be included with the examination paper.

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Broadcast Reality TV
Real Life–Real Issues–Real Drama

Want to get involved in television production? Then read on.

As an independent producer of Reality Television, we are always looking to commission new programmes.

Currently, we are working on ideas for a programme that is targeted at prime time audiences. However, we are aware of the criticisms that are levelled at Reality Television. It has developed a reputation for voyeurism and for exploiting and humiliating people.

We don't want to make a 'freak show' and we must avoid the negative stereotypes often seen on television. We don't want to lose the entertainment value of Reality Television but we do want a programme which is informative, educational and encourages positive role models. Remember an important element of Reality Television is the opportunity for interactive participation by the audience.

All we have got so far is the programme title **Second Chances**. It is up to you to decide on a format.

It is important that our programme is suitable for prime time family viewing. So we need to be careful about the content of the programme.

We are planning to pilot a six week run in the summer. Your remit is to come up with a pitch that meets our challenge.

An important aspect in considering your idea will be how we are going to market it to the target audience. Don't forget that a successful Reality Television programme relies heavily on its ability to be effectively promoted across the media.

You have six weeks in which to prepare and then you will be asked to complete four tasks.
Remember to:

- keep your responses short and focused
- use diagrams/illustrations where appropriate
- provide examples where you can to support your ideas.

The successful pitch will be used for the production of this pilot.

Good luck with this. We look forward to hearing from you.



Ray Lite: Commissioning Editor
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Turn over ►

Glossary

Commission	To give authority to a person or group to carry out a task on behalf of a company, often for payment.
Format	The way in which a programme is put together or constructed.
Interactive participation	The ability of a home audience to take part in a television programme in order to influence an outcome, eg through digital or telephone voting.
Negative stereotype	A critical representation of a group of people. Stereotyping is a labelling process which leads to generalisations which are often unfair and can influence what we believe.
Pilot	A prototype programme in a series being considered for transmission. The success or otherwise of this trial programme often influences this decision.
Pitch	To present a summary of an idea in order to win a commission.
Prime time	Peak viewing time when television attracts its largest audience.
Remit	A task or challenge officially given to someone to undertake.
Role model	The behaviour expected of, or associated with, an individual or group in society which can influence others.
Voyeurism	The pleasure we receive from watching others on television in private or unrehearsed settings from the distance of our own homes.