



General Certificate of Secondary Education
June 2010

Media Studies

48101

Unit 1 Investigating the Media
Topic Reality Television

Friday 25 June 2010 9.00 am to 10.30 am

For this paper you must have:

- an 8-page answer book
- a clean copy of 48101/PM (enclosed)
- a blank storyboard sheet (enclosed)
- a blank A3 design sheet (enclosed)
- drawing and colouring materials.

Time allowed

- 1 hour 30 minutes

Instructions

- Use black ink or black ball-point pen. You should use coloured pencils, fine liners and a ruler where appropriate.
- Write the information required on the front of your answer book. The **Examining Body** for this paper is AQA. The **Paper Reference** is 48101.
- Answer **all** tasks.
- You should make sketches and diagrams to help develop your answers where appropriate.
- Do all rough work in your answer book. Cross through any work that you do not want to be marked.
- Label clearly your additional sheets. Make it clear which task each sheet relates to. Attach them securely to your answer book.
- You may not bring your copy of the Preliminary Material (48101/PM) or any associated materials to this examination.

Information

- The marks for tasks are shown in brackets.
- All tasks carry equal marks.
- The maximum mark for this paper is 60.
- You are reminded of the need for good English and clear presentation in your answers. Quality of written communication will be assessed.

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Complete **all** tasks.

You should spend **45 minutes on Tasks 1(A) and 1(B) and 45 minutes on Tasks 2(A) and 2(B).**

Task 1 (A)

0 1 Audience research into Reality Television suggests:

- it is popular because it engages with the lives of 'real' people
- audiences enjoy the idea of celebrity
- it provides the opportunity to participate interactively.

How far do you agree that these are the reasons that Reality Television is so popular?
Give examples to support your views. (15 marks)

Task 1 (B)

0 2 Bearing in mind the type of programme we are looking for, let's have your pitch for the pilot series of '**Second Chances**'. You need to think about:

- format
- location/set
- presenter
- characters
- scheduling.

(15 marks)

Task 2 (A)

0 3 One of the characteristics of Reality Television is the way in which it is promoted across the media: for example breakfast television, chat shows, the popular press, radio, websites and blogs. What are the advantages of this? Provide some examples to support your views. (15 marks)

Task 2 (B)

EITHER

0 4 A strategy for promoting the series '**Second Chances**' would be through a website. Create the homepage for this website. You should use the A3 design sheet enclosed. (15 marks)

OR

0 5 A strategy for promoting the series '**Second Chances**' would be through a 30 second trailer to be aired on prime time television. Create a ten frame storyboard for this trailer. You should use the ten frame storyboard sheet enclosed. (15 marks)

END OF TASKS

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