



General Certificate of Secondary Education
June 2012

Media Studies

48101/PM

Unit 1 Investigating the Media
Topic Television Crime Drama

Preliminary Material

To be opened and issued to candidates on or after Monday 14 May 2012. After this date the teacher may advise the candidate but formal teaching should cease.

Notes to Candidates

- The following brief has been issued to help you prepare for the examination in **Unit 1 Investigating the Media**.
- You are advised to read it carefully and to 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.
- In the examination you will be asked to complete four tasks.

Guidance for the examination

- You will need to use the knowledge and understanding you have gained of Television Crime Drama.
- You should take coloured pencils, fine liners and a ruler into the examination 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 new copy of this brief will be included with the examination paper.

You have received this press release which has been e-mailed to national and local media, colleges and schools, inviting entries for a television crime writing competition. The Crime Channel is a satellite and cable television channel which specialises in broadcasting crime drama.

The Crime Channel
www.thecrimechannel.co.uk

Date: 14 May 2012

Press Release

The Crime Channel launches new competition

Do you like television crime drama? Are you a talented writer? Would you like to see your crime drama on television? Well, here's your chance to enter an exciting competition which could be your route to fame and fortune. The Crime Channel is looking for ideas for a new television crime series planned for broadcast next year and aimed at a family audience. The competition is officially launched today and the closing date for entries is Thursday 14 June 2012.

"What we are looking for is an idea for a pilot episode that we hope will become a popular and successful series," says Regan Carter, the channel's commissioning editor. *"This pilot episode must have an engaging storyline full of suspense, taking place in realistic settings with, above all, convincing and interesting characters,"* he adds.

"If the pilot episode proves popular with our family audience, we will commission a series of six programmes to be screened early next year. We want this new series to show all the best features of the genre. Some say that it now lacks any originality and that main characters are often boring stereotypes. However, we know from our viewing figures that crime drama remains very popular. Bear this in mind when you let us have your pitch for this pilot episode."

Competition entries will also need to be suitable for a pre-watershed family audience. *"A lot of crime drama deals with very unpleasant subject matter that does not appeal to the family audience, so the advice is to think about suitable content,"* Mr Carter explains.

Promotional materials are important for the launch of any new programme and we also want suggestions about how we should promote this new crime drama. We are especially keen to exploit the potential of new and e-media as part of a successful marketing strategy.

Remember, there are only four weeks to go. Final tips are to keep responses short and focused. You can use diagrams or illustrations and don't forget to provide plenty of examples, where appropriate, to support your ideas.

So, it's up to you to use your imagination and to show what you know about television crime drama. As well as winning a day on set to meet the cast, this could be the start of a whole new career for the lucky winner!

For further details contact rcarter@thecrimechannel.co.uk

Glossary

Commissioning editor	The person who works for The Crime Channel who has the authority to decide on new programmes to be bought or produced for the channel.
Crime genre	A type of fictional television programme which focuses on the activities of the police and other crime fighters.
Pilot episode	A prototype programme in a series being considered for transmission. The success or otherwise of this trial programme often influences this decision.
Pitch	Ideas for the series which will be presented to the commissioning editor for The Crime Channel.
Pre-watershed	The time period before 9pm when programmes that are suitable for all the family are broadcast on television.
Press release	A communication to the media and other interested parties, in this instance produced by The Crime Channel, as a way of publicising the competition.
Series	A drama with the same main characters for each episode. Usually shown at weekly intervals over a period of six or twelve weeks. Each episode often has a different storyline.
Stereotype	The portrayal of characters according to simple shared characteristics.

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