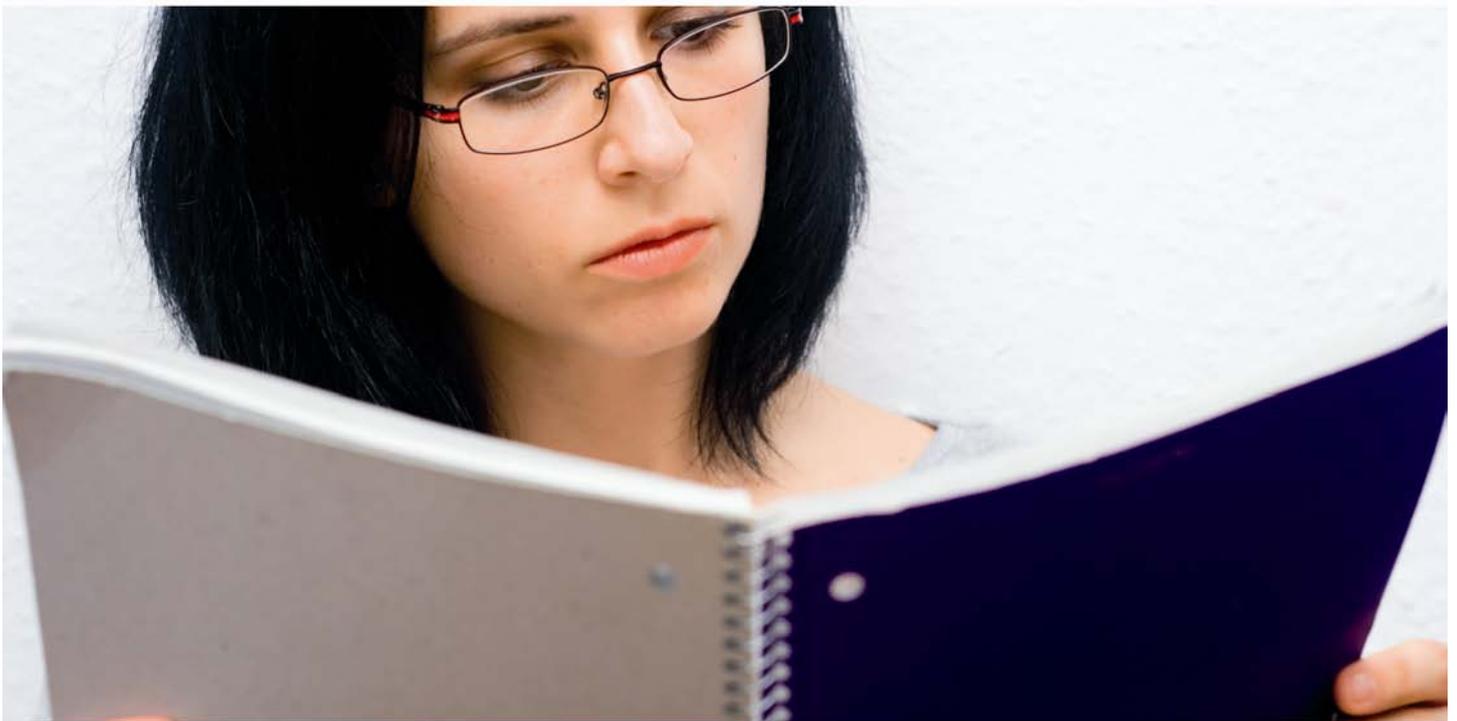


Exemplar work

GCSE Media Studies Unit 2 Assignment 2 - Understanding the Media - Cross Media Study



Please note: every effort has been made to respect the right of anonymity of the source of this coursework and of those who have contributed to it, without compromising the work or invalidating it for the purpose to which it is to put. Some personal details of contributors may therefore remain. We ask the reader to respect their right to privacy.

Exemplar Assignments Unit 2: Understanding the Media

Assignment 2 Cross-Media Study

Teacher notes

Topic	<u>Promotion of Music</u>
Analytical Task	<u>Explore the way in which one band or artiste is represented and promoted across at least two different media.</u>
Research and Planning Task	<p>1) <u>Print or web-based / new media – mock-up design for a magazine article, record company press release or a My Space page promoting the band or artiste.</u></p> <p>2) <u>Audio/Visual media – devise a storyboard for a music video or a script for a television or radio interview promoting the same band or artiste.</u></p>
Primary Key Concepts	Representation, Institutions
Secondary Key Concepts	Media Language, Audience.

Analytical Task (20marks)

Teacher might model analysis of a variety of promotional materials for particular bands or artistes and group work might develop this. Candidates should submit **their own** analysis for assessment.

For the Analytical task it is not mandatory to cover both print/web-based media **and** audio/visual media – but this **is** required for the research and planning tasks.

The primary key concepts for this assignment are Representation and Institutions. Candidates might be guided to consider **some** of the following-

Representation

How an image of the band or artiste is created through

- their appearance (including what they wear)
- what they say
- where they are
- how they behave.

Much of this will build on the analytical work of Assignment 1 as candidates look at the use of Media Language in the creation of this 'image' through colours, fonts, camera shots and the like.

Institutions

- recognition of a marketing campaign or strategy
- the role of record companies and the need for finance
- where & when the products will be seen (i.e., on which channels will a video be shown?)
- awareness of production processes
- how products are adapted to suit a particular platform.

As with Assignment 1 a number of aspects of Media Language & Audience might be considered.

Media language/terminology – Depending on which texts have been studied, candidates might consider denotation/connotation, shot type, camera angle, direct/non-direct address, mise en scene, use of copy (tone & register appropriate to target audience?), use of fonts and colours, lighting, slogans, dress codes, action codes, facial expressions. In all cases the *effect* of the media language should be considered.

Audience – who is the audience? Demographics –age, sex, ethnicity, lifestyle. How do the artefacts appeal to their audiences? What view of the audience is given by the products themselves? How is the audience addressed? Uses & Gratifications - Identification?

Research and Planning Tasks (10 marks)

The candidate, again submitting their own individual work, will produce two planning tasks which will compliment each other. Either through the products, the candidate plans or their subsequent explanation, this work should demonstrate;

- What the candidate has learned about Cross-Media promotion
- Appropriate codes & conventions
- Identification of a target audience
- Imagination or creativity
- Effective presentation.

The candidates own products can be presented as hand drawn drafts (such as storyboards or web pages) or as 'finished' products using original photography. Either outcome could potentially earn full marks.

Assignment 2 Cross-Media Study

Student Sheet

Analytical Task (20marks): Choose a current band or artiste and explore how they are promoted across **two** different media. 1000 words

You may wish to look at:

- Music video
- Web pages
- Magazines
- Radio interviews
- Television interviews
- Advertisements

In discussing Representation you may comment on the way an image of the band is created through what they say, the way they speak, the way they dress & the way they behave.

In discussing Institutions you might say something about the advantages and disadvantages of the different platforms, how a marketing campaign works and who pays for the promotion of the band or artiste.

You should also be able to demonstrate your knowledge of codes and conventions and Media Language to build on your work from Assignment 1.

Research and Planning Tasks (10 marks)

Choose either:

- An existing band that you wish to promote in a different way to how they are currently represented
- A new band, either real or a creation of your own

For your chosen band create one of the following:

- A mock-up design for a magazine article
- A record company press release
- A My Space page

And one of the following:

- A storyboard for a music video (10-12 frames)
- A script for a radio or television interview.

Your **two** promotional pieces will be for the same band or artists and will be connected in some ways.

Analytical response for Assignment 2. Marker underlining and comments in italics.

Analyse at least two of the Enemy's promotional media products. Explain how the different items form part of a coherent promotional campaign for the band's brand.

The Enemy's brand can be compared to how Oasis were branded when they first came out in the nineties. The Enemy are branded as young working class lads who are proud of their home town and seem very 'rock'n'roll'. Also the lead singer always has opinions and is always the one in interviews talking.

The first thing which I will analyse is their album cover. The album resembles a train station timetable. 'The Enemy' is in yellow, making it stand out of the black and grey background, making the attention of the eye drawn to it, which is what you want on the shelves of a shop. If you look closer you can see that there are particular places mentioned, Canley, Tile Hill, Birmingham International and Coventry. People from Coventry would recognize these as being the stops on the local train line. Coventry is the most visible place name showing, this says to the audience that this is where they come from and they are proud. Being proud of where they come from is definitely part of their brand and is mentioned in the album insert in their 'thank yous', "This album is dedicated to the fans and the good people of Coventry." The emphasis on Coventry is shown a lot and they mention it a lot in interviews etc.

Their website home page is very different to their album cover. The colours are red, black and white. This colour combination is often used by bands, but it still has connotations of the 'rock'n'roll' type of band, which is part of their brand. The difference in colour however could be a clue on what their next album cover will be like. They have kept the same font for their band name which on the website features at the top in large font and in their tour banner below it.

Their brand of being young working class lads is shown through the lyrics from songs at the bottom of the website, emphasizing their brand.

The video for 'Live and Die in These Towns' supports the same brand image. It is really simple with the three members of the band driving in a car at night. They drive along motorways and through streets that are obviously in a city or lots of cities. The lead singer is in the back seat and looks straight at the camera when he sings. He is filmed from between the front seats or through the side window of the car. He is the only one sitting in the back. This is normal and just like the audience because when there are three people in a car two always sit in the front. So the video shows The Enemy just like everyone else and don't get driven around by someone else. The singer is on his own which shows he is most important, like in the TV interviews. The other two are silent and looking out of the windscreen. None of the three band members look at each other or talk to each other. This has connotations of the type of band they are.

Some technical terms have been used and there's a real sense of engagement with how the band are represented in parts underlined so far and in the next paragraph.

The dark city centres are not glamorous or exciting. They are ordinary and could be anywhere. There are no landmarks in most of the video only shop fronts and people queuing to get into clubs. This is a normal sort of place for three young working class lads to drive through. Because it is night in the video the colours are dark like on the album cover and the website. This indicates the same indie rock brand as the other products.

At first in the video it appears that they are not using Coventry because there are road signs saying Manchester and Preston. These road signs tie in with the train station timetable on the album cover. Both use signs that point to other towns and cities. Both use dark colours but are easy to read. Towards the end of the video though the car goes under a sign that says Coventry A46 as if they are coming back from the other cities and going home to Coventry.

The city shots don't look like Coventry and some of the underground tunnels look more like Birmingham. Fun Boy Three were from Coventry and they use the Birmingham tunnels in their video for Ghost Town in the eighties.

Together the video, the album cover and the website even though they are different now and the website is changing because they have another album coming out, they all support the band's brand through colours being quite dark and showing they are an indie rock band. The emphasis on Coventry in their album and their video was part of their original brand although it is not shown as much on their website but it is on their gallery / blog as there are photos from the Godiva Festival and the Ricoh. The video, the album and the website help create the band's brand of young working class lads.

830 words

The linking of the three promotional devices and the appreciation of how a 'brand' is being created shows understanding of Institutional issues. There is sound understanding of some aspects of Representation. This is also seen in the explanation of the practical work which follows. Some technical terms are used with confidence. Overall, this is a good quality analysis and meets Level 5 (13-16marks) of the Assessment Criteria.

Mark awarded 15

Research & Planning Task for Assignment 2. (Marker comments at end)

The Enemy – making two promotional products

I chose to do a radio script and a press release.

The Enemy – Press Release

The press release would go out to all national newspapers, Midlands newspapers and the music press (NME etc). I would also send it to Sunday newspapers, the reason being the fact that these often write about music.

I wrote about the enemy being a Coventry band because that is very important to them, but I made the press release short and snappy, because I don't think the press want a lot of information about a new release. They will review the CD themselves or can invite the band for an interview. I gave the websites so that journalists can find out more if they want to. The photograph represents the band as being quite moody and rebellious. They are not looking at the camera and the background suggests the streets. Being in black and white also gives a moody effect. I wanted to represent the band as serious but not exactly threatening and i think that has worked.

The Enemy – Radio

The best radio station that would help publicise The Enemy's career would be the major ones such as Radio 1. The reason being the fact that more people would be able to hear them on this radio station because of its publicity. The interview is to publicise the band's new album release.

Also a few other websites (radio) that would be good to have the Enemy interviewed on would be The Hits because it broadcasts the top 40 songs so people would know the enemy would be really good because of the fact they feature in a lot of these. Also Mercia FM would be good especially because it is broadcasted in Coventry so the whole of their hometown would be able to listen to a popular band from near where they live. Smash Hits radio is aimed mainly at a younger audience because of the bands being mainly aimed at them. So the Enemy would be a good band to feature on the radio station. The interview represents the band as young and enthusiastic. The way that they speak makes them sound 'real' for their target audience.

The best times to feature the enemy interview would either be in the morning or in the evening. The main reason being the fact that people would be able to listen to it on the way to work or school and also they would be able to listen to it when they are back at home, which are both crucial times to have the interview broadcasted at.

Also you would need to make sure that you broadcasted the interview at the best time to fit the audience that the band is aimed at.

I read an interview with the Enemy on their website, to find out how they talk. The last line of my interview was from their MySpace blog.

Radio Script:

DJ: In the studio with us now we have The Enemy who's new album Play It Loud is released today. Alright, lads? What did you take into consideration when you made this album; was there anything in particular you were trying to get out of it?

Liam: No, we just wanted to make good tunes that people would like as much as we do.

DJ: So how different is this album from your previous one?

Andy: It's just better. More of the same, but better. Coz we're better.

DJ: Are you happy with the new album?

Tom: The recording went mega and far quicker than any of us imagined.

DJ: Favourite track?

Andy: It's got to be You Suck, because it's buzzin'.

DJ: Who has influenced you on the new album; do you still want the same sort of thing you wanted first time around?

Tom: Yeah, it's sort of the same, but we are buzzin' over working with Mike Crossey whom is on knob twiddling duties. He's added loads to what we do. He really knows what we want but he's got great ideas too.

DJ: So who are your heroes in music then?

Liam: Oasis. Kasabian. Blur. I think most people know that really. Proper.

DJ: What are your expectations for the new album?

Andy: It's going to be mega. Lots of people have wanted to know when it was out. We've been buzzin' about it for ages. We just want to know what other people think now.

DJ: Did you find it hard writing the new album?

Liam: No, I just left most of it to Tom. He's the short and ugly one but he can write.

DJ: Was it more difficult to the first time around?

Tom: Well yes, coz first time we had loads of songs already from doing gigs and stuff round Cov, but this time we had to write them just for the album so it took longer. But it was good too.

DJ: Finally, best artist of all time?

Tom: Oasis, Kasabian and The Enemy. If they were all on one bill..... oh yeah, they will be. Check out our stadium tour. If my last name was Eavis I'd be poo-ing myself. Prepare yourselves for the greatest Rock and Roll show in the world. Proper.

PLAY IT LOUD

The Enemy's new album



RELEASING INSTORES SOON

17th December

PRESS RELEASE

PLAY IT LOUD

The Enemy's new album - RELEASING INSTORES SOON
17th December

PLAY IT LOUD - The Enemy

Play It Loud is the new album by The Enemy. It will be released on 17 December in all good music stores and online. This is the second album from the enemy. If you liked We Live and Die In These Towns, you'll love this. Its got even more of The Enemy's real sound. The band have been recording the songs since March at a Coventry studio. They wanted to stay in their home town and stay faithful to their fans. You can see them recording the album on their YouTube page.

The fans will love this new album. Its going to sell out soon so fans will need to get to the shops fast.

Information

The Enemy are:

Liam - drums

Tom - guitar/main vox

Andy - bass/backing vox

Websites:

<http://www.myspace.com/theenemycoventry>

<http://www.theenemy.com>

<http://uk.youtube.com/user/TheEnemy>

Teacher Comment

There is clear evidence of planning and research. Both pieces are fairly convincing and demonstrate creativity and application of codes and conventions. The photograph of the band is suitably moody and indie and the language of the radio script ('toons', 'buzzin') is appropriate. The pieces do compliment each other. The work meets Level 5 of the Assessment Criteria (7-8 marks). For Level 6 the presentation of the material might have been more imaginative and there could be more use of the codes & conventions of radio interviews.