

## *Teacher Resource Bank*

### **GCSE Media Studies**

#### **Exemplar Assignments:**

- Unit 2 Understanding the Media  
Assignment 3: Practical Production and Evaluation



## Exemplar Assignments

### Unit 2: Understanding the Media

### Assignment 3: Practical Production and Evaluation

#### Teacher notes

Research, Planning and Presentation (15 marks AO3)  
Construct and Evaluate (30 marks AO4)

#### Topic - Radio/ Sound

Students will construct an audio sample for a talk based radio show aimed at a **specific** audience.

- The maximum group size is four.
- A target audience should be clearly identified and catered to.
- Use of appropriate ICT equipment should be used to ensure sound is clear and appropriate.
- Codes and conventions should be used creatively.
- Conventions could include a theme tune, idents, announcements, sign posting, flagging, inserts, bedding music and sound effects.
- Students should use language, register and content appropriate to the nature of the production and audience.
- Students should select and sequence material.

#### Research & Planning material

Each student should submit their own individual evidence of research and planning. Research should involve:

- the study of existing products of a similar nature
- investigating the potential audience for the show

Research might be submitted in the form of graphs, annotations of existing texts, charts, surveys, questionnaires etc.

Planning material might be submitted in the form of briefs, scripts, timings, etc.

No more than 12 pages of material should be submitted for moderation **as evidence** of the research and planning undertaken.

#### Evaluation

Each student must produce a **700-800 word** evaluation. This will hopefully address all four of the key concepts and should reflect upon:

- how the aims of the show have been met
- how the show applies the appropriate codes and conventions and uses appropriate media language
- how the show represents people, places and events

- what regulations and controls might be applied to the show
- the strengths and weaknesses of the show in terms of meeting the needs of its audience.

## Assignment 3: Practical Production and Evaluation

### Student sheet

#### Pre-Production research

**15 marks**

- 1) Analyse at least two radio shows in a chosen genre. You will need to use media terms, recognise codes and conventions and say how the shows appeal to their audiences.
- 2) Try and identify a target audience for your show. Write a brief or set of aims which you hope to achieve in producing this show. Conduct some market research to find out what would appeal to this audience. Your findings may be presented in the form of charts, surveys or questionnaires.
- 3) Produce scripts and timings for your show. Experiment with different ideas and sound effects but keep your audience in mind at all times.

Your teacher will need to send up to 12 pages of your research and planning material for assessment (along with the sample of your show) at the end of the course.

#### Production and Evaluation

**30 marks**

- 1) The sample of your show should be produced using appropriate equipment where possible. You will have employed radio codes and conventions and the finished product will appeal to its audience!
- 2) For your Evaluation (700-800 words) you will need to reflect on what you've done. You should explain how your show:
  - meets your original aims
  - demonstrates codes and conventions
  - represents people, places and events
  - would attract its target audience.

In order to cover Institutions you could suggest which advertisers you might attract (in order to partly finance the show) and refer to controls and regulations that affect radio broadcasts.

Finally, you should reflect on the strengths and weaknesses of your show, perhaps taking into account what your potential audience have said about it.

## Assignment 3: Practical Production and Evaluation

### Example of students work

Radio Football commentary and phone in. A group of two students.

#### Brief

Our aim is to produce a radio broadcast for a local station. The programme will be an evening report on a football match involving a local team. In the Liverpool area where I live there are two station that commentate on big matches. They are Radio City and BBC Radio Merseyside.

These programmes last from 6pm to 10pm or even later.

They consist of

- Match commentary
- Expert analysis
- Before and after the game (ex players)
- Phone ins from the public
- Listeners texts are read out
- Background music (but not during the game)
- Reports from other games and sometimes other sports such as rugby league
- Interviews with players and coaches before and after the game
- A quiz or competition to win match tickets
- Highlights at half time and end

Our programme will be a sample of one of these programmes to show the different types of contents. Our programme will be different because we will show more enthusiasm and excitement which will appeal to fans.

All of the voices heard will be male because the sport we are featuring is dominated by males. There are sometimes female commentators or women ringing in to the programme but this doesn't happen very often. Children might be put off because the programme is all talking and they would find it boring. So our main audience are men who are interesting in football.

The games are sometimes shown on television at the same time so our programme is aimed at people who might be at work or in the car and not able to see the television. People who are going to the game might listen on the car radio before and after the game.

FURTHER PLANNING WORK OFFERED –

Schedule for recording - hand written

Script also offered but not included here.



## Practical Coursework Evaluation

I have produced a radio piece for my practical coursework. To be more precise I made highlights of a football commentary and then phone in using the apple Mac laptops. It is on at 7:30pm and ends around 10:00pm. It is in the similar format to Radio Merseyside (City 96.7), match day/night programme which is presented by Steve Hothersall and John Aldridge.

Firstly it is expected to have highlights, and these have to be quick and lively, as if I was actually there. So I wrote a script before hand, which I think is solid, and meets all the codes and convention other what a usual commentary would. This is because I used a lot of football jargon, and thought that I kept up with the match well and didn't have to stop and stutter at any point. Also I thought I shown a lot of enthusiasm when reading from the script, as it sounded like I was actually there. For example there are many high and lows, like when the goal is coming and when someone scores the commentary speeds up and my voice will tend to go louder. Furthermore when I produced the radio piece I wasn't alone, my friend Mark also produced it with me. He was the Co-commentator, which is expected by the audience as he, obviously commentates the game with me and after the goal is scored Mark will comment on it, he also gives his expert opinion, being a former Liverpool player and then talks to the callers on the phone-in, and gives an expert analysis on the match. In addition to this, during the highlights we played a quiet tune underneath, in the style of City Sport 96.7, to make the highlights more upbeat.

For this radio piece my target audience are sports, and in particular Liverpool fans. They expect the production to be of a high standard as it is playing out on the number radio station in the North West. They expect there to be a good in depth commentary which keeps flowing, and transmits the atmosphere and enthusiasm of the match. Also to make sure moves smoothly from one highlight to another. Also there is expected to be an ex-professional footballer as my co-commentator, and then afterwards on the phone-in give an expert analysis and talk to the callers, my friend Mark did this. Furthermore, the radio station is playing out locally; the programme will be focussed on one of the local teams, in this case Liverpool. There will also expect to have local callers after the show, so they will have a scouse accent.

My production was inspired by radio city 96.7, Champions League Match nights, which is hosted by Steve Hothersall and Ex-Liverpool player, John Aldridge. It is very similar, as I have used the same tune, underneath the highlights as they do, and the style of the commentary, because before I made this production I researched other commentators and the language they use and listened to some of Steve Hothersall's commentaries. In addition to this, the way the highlights flow from one highlight to another is also very similar because there is no break it just goes from one highlight to another. The phone-in is also quite similar to radio city, although we shortened ours down, because we had a brief but detailed conversation about the match, were as on radio city they do in depth and analyse the game in great detail. Finally when we actually go to the phones the conversations are also quite short as we didn't want the radio piece to take too long. During the phone-in between John Aldridge and the caller there are usually follow up questions and a friendly debate, but ours was shorter and there was no debating, for the same reason as before.

Genre

Commentary

Process



Anal

Inspiration



Inst.

In my group there was me, and my friend Mark \_\_\_\_\_, and we also received a bit of help when recording from Sian \_\_\_\_\_. Me and Mark came up with the idea of a radio production because we wanted to do something football related and knew we couldn't recreate or even commentate an actual match, so this was the next best thing. I then went away and wrote the script because I had, had more experience listening to commentators on radio city and other matches. I then made a plan for how it was going to be done such things as the score, the match etc. Mark then chose the format we were going to use, which was a programme called 'Garage band' on the Apple Macintosh because he said that this was the easiest and best programme to use, as it was very easy to record and edit. When the script was fully finished we began to record, I was the host and main commentator, whilst Mark was the ex-Liverpool player, who co-commentates with me and then talks to the callers on the phone-in. We did it like this because when we did a rehearsal before hand, I appeared to be the better commentator. When it was finished we both edited it together.

Overall, I think I have produced a good product that meets all the objectives at the top of the page. This is because; I was confident when speaking and commentating and made very few mistakes, if not none. I was also very enthusiastic when needed, and it is in the style of Radio City, but original in our own way, and if course it is finished.

If I were to do my production again, then it would be very similar but, I would give myself more time to edit it, by making the piece earlier than I did originally. I would also make it better as I would have had more experience on the Apple Mac and be able to add more radio voices and jingles. Furthermore I would probably make more time to get the production done so that, we could do several takes of the whole thing and then choose the best, rather than just the two times we did it. Finally I would keep a lot of the things the same. These things include, the script because I thought it was solid and well thought through and still use the Apple Mac.

↑  
Process  
↓

Good evaluation  
of process and  
audience.



## **Teacher's comments**

### **Research, Planning and Presentation**

*The candidate has investigated some examples of football programmes on the radio and has identified key features. The audience and even representation has been considered in the brief and there is clearly appropriate evidence of planning. Some of this planning is referred to retrospectively as part of the Evaluation.*

*Some aspects of the RPP work fit the level 5 descriptor; audience identified and needs taken into consideration. Other aspects meet level 4; planning is appropriate, mostly employs appropriate forms and conventions.*

*Overall, Level 4 is best fit. Mark of 9 awarded.*

### **Construct and Evaluate**

*The production is lively and fluent, demonstrating enthusiasm and engagement. Technology is competently handled and the conventions of the chosen medium are used effectively. The candidates have managed to effectively represent their programme through a relatively brief sample (6 mins – Asst Bank asks for a 5 min sample).*

*The evaluation is successful in making reference to key concepts such as audience and institution but there is a tendency to describe the process at times.*

*Overall, a mark in level 5 is merited. Mark awarded - 22.*

*Assignment 3 mark - 31*