

Teacher Resource Bank

GCSE Media Studies

Unit 1: Investigating the Media

A* Grade Exemplar Script June 2010 – Reality Television

version 1.1



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Broadcast Reality TV 64 North Row Terrace Camden Lock London NW1 8QQ

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 rlite@broadcastrealitytv.co.uk

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.

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)

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

O 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.

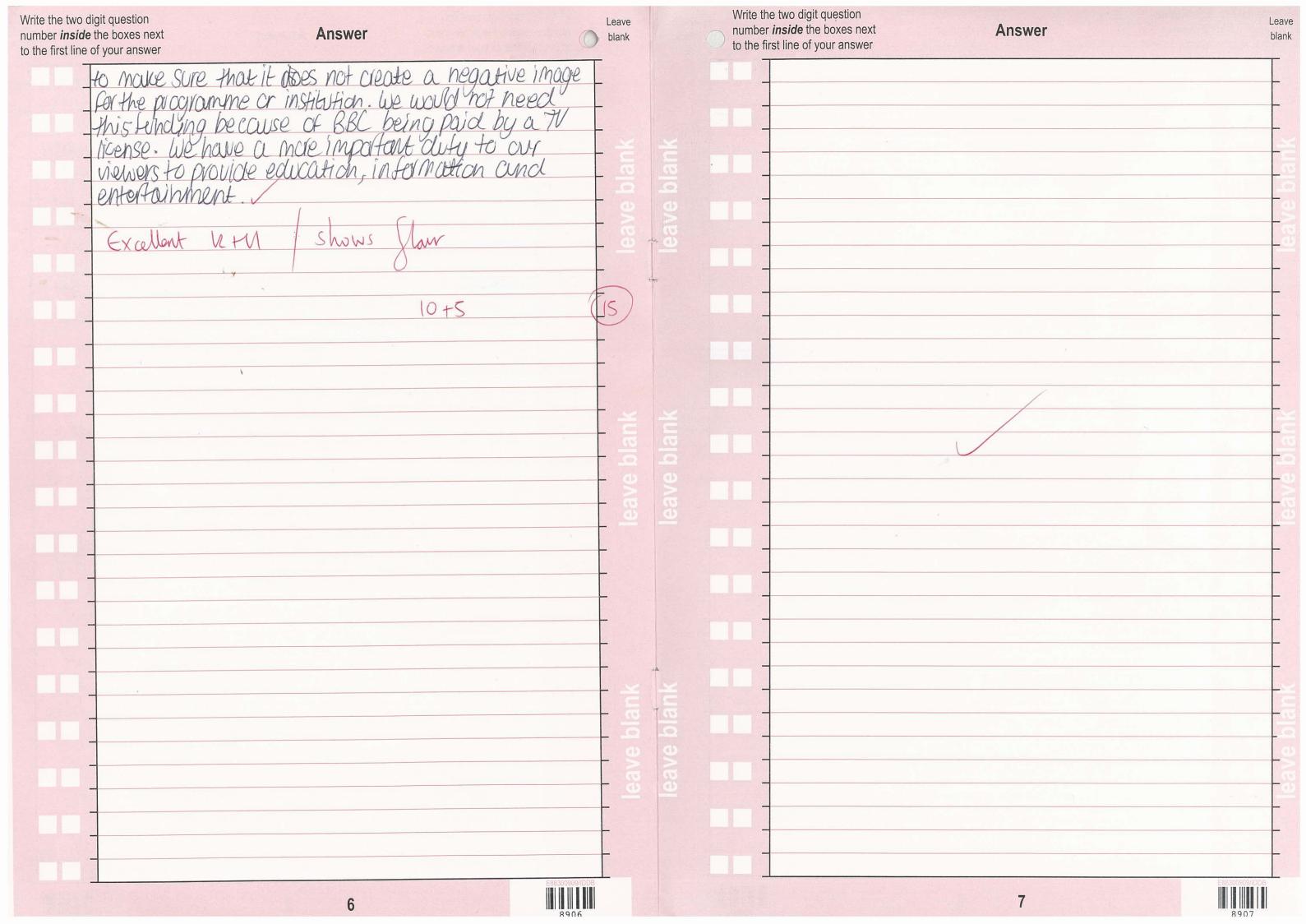
(15 marks)

OR

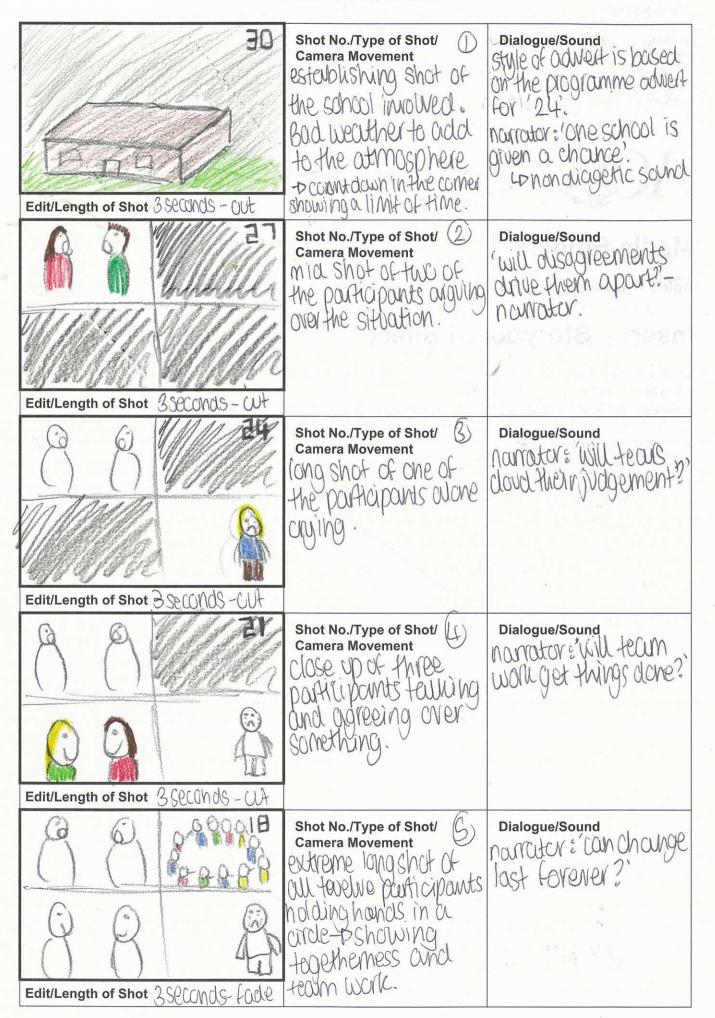
O 5 A strategy for promoting the series 'Second Chances' would be through a 30 second trailer to be aired on prime time television. Create a ten frame storyboard for this trailer. You should use the ten frame storyboard sheet enclosed. (15 marks)

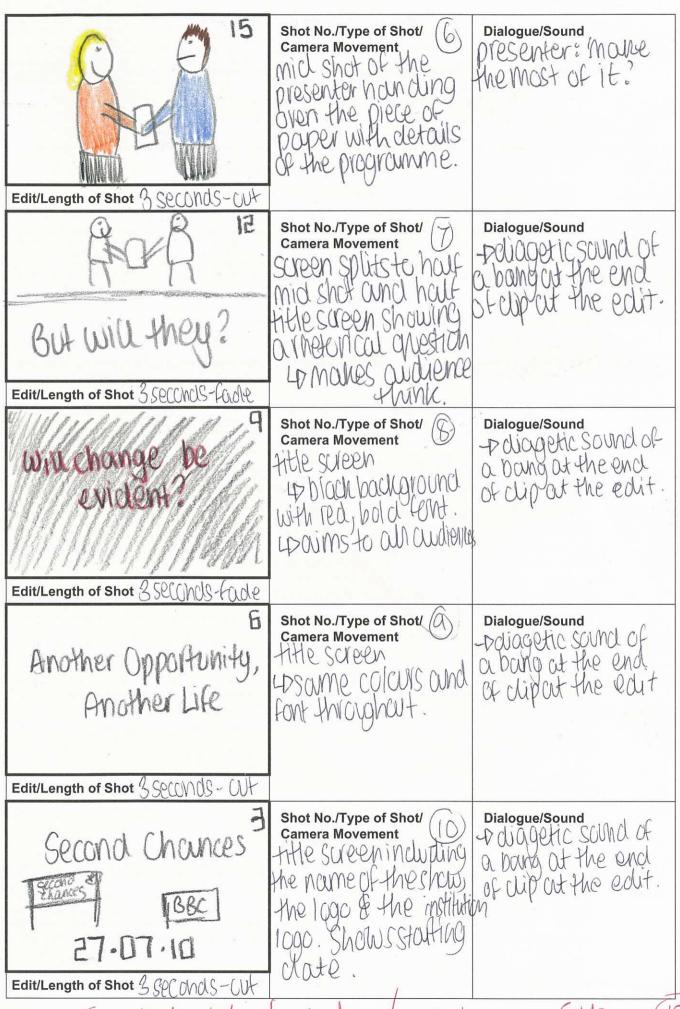
END OF TASKS

Write the two digit question Write the two digit question number inside the boxes next Answer number inside the boxes next Answer blank to the first line of your answer to the first line of your answer you may agree with this through the use of celebrities and 'real' _ Considering the elements in your brief Ray, I have thought out an original, educational, entertaining reality TV eg people being popular because of programmes such as xfactor. They programme. Thave avoided the exploitation of participants, use ordinary people who have a dream to do with a very the encouragement of a freak show and the use of board industry. They use celebrities in the final as a comparison ex to the contestants. This allows the audience to realise how negative stereotypes. The concept of my programme will for the participants have come throughout the show. The audience be based around a falling school who overguided in a more successful direction-they are given a second chance are also given the opportunity to interact through voting in programmes similar such as Britain's Got Talent. This may be Over the six weeks a one hour show will be shown each week on BBC from 7-8 before Waterloo Road. The content seen as wheat makes it popular, however it is also a very agrees with the BBC mission statement inform, educate, Inst leasy way of making money for the institution ITV. The use of Inst enterfain, the time with the prime audience and it also celebrities also make it popular because it can be easy to has the similar audience to Waterloo Road see them humiliated in programmes such as Strictly Come en Dancing. It gives the audience a sente of reassurement that these perfect celebrities aren't all that they see. format: each week will show a progression within the school, showing bother the ups and downs. However the On the other hand you could disagree and say that programme with be edited so that it clossn't exploit the the reasoning of why reality TV is so popular is the idea of ex numilation, exploitation and the prowing narrative. For participants, unlike programmes such as Namny 911 and example in Big Brother, Channel 4 use conflict as a way ex Wife Swap which humitate the families by showing the of influencing how we see the characters and therefore negative aspects. In Second Chaunces the Badtimes will be provide high entertainment for us. Furthermore a reason for used to learn from by both. The audience and the pattipants untike how it is used for Dure entertainment in xfactor. The popularity and interaction may be the amount of media presenter: Row, I have chosen the actress who plays steph coverage reality TV gets through magazines, tabloids and other Felevision programmes. The audience are constantly Padocy in Wester or Road. She is known by the younger being reminded of these programmes, for example the controversal landience for net roll and is also known by the mathexe lideas surrounding the racial abuse in Celebrity Big Brother. *L for her involvement in Loose Women. She'll have our In conclusion, I think that the popularity of reality understanding with the participants as well as being funny and entertaining for the enorgement of the auctience television is due to the level of entertainment. The use of 'real' people, celebrities and interaction are just aspects which She will also be used as the narrotor. encourage entertainment. The producers count make it easily participants: 6 students, 5 teachers and the headteacher nst with little functing and because there is always an element will be involved to show all view points of the situations for everyone the addience enjoy! For example over The Rainbow throughout. The programme will teach them how to work allows the BBC to interest all audiences. I will need to togrether and therefore have respect for each other. The remember for my show that there needs to be a wide curdience. audience will also have this influenced on them. These Inst * and the effect this had on offcom due to the numerous anaracters will not support negative sterectupes or Freak complaints which they recieved.



STORYBOARD SHEET





Excellent U/s of Codes

creative ?

540

Script Commentary

Task 1

This is an **excellent** response, demonstrating confident knowledge and understanding of a range of Reality Television. The candidate not only addresses all three bullet points raised by the question, but moves beyond them to provide a genuine debate about the success of Reality Television. This is an important feature of the work which helps to place it at the very top of a Level 6. The argument presented is well organised and uses a range of media terminology throughout.

Marks awarded: 15

Task 2

This is an **excellent** pitch which works very closely with the demands set out in the brief. This is a very important performance indicator in assessing the quality of the response for this task and helps to place it at the top of Level 6. Candidates were set the challenge of creating an idea for a programme which could be both educational and entertaining. The candidate focuses very successfully on this twin set of demands throughout the pitch and in doing so demonstrates total confidence in working with the codes and conventions of Reality Television. Once again the response is well organised, demonstrating independence of thought and total confidence in the use of media terminology.

Marks awarded: 15

Task 3

This task not only asks candidates to demonstrate **knowledge** of cross media promotion, but to achieve high marks this needs to be accompanied by a secure understanding of the **advantages** it presents and supported by **examples**. Once again this is an **excellent** response. The candidate makes very interesting links between promotion, gaining new audiences and securing higher revenues and in doing so shows a sophisticated understanding of institutional issues which places it at the very top of Level 6.

Marks awarded: 15

Task 4

This is a creative storyboard which is totally fit for purpose. The candidate works very closely with the pitch presented in Task 2 and uses the 10 frames very well to demonstrate an **excellent** understanding of the codes and conventions of trailers. The voice over is extremely successful in promoting the programme and is closely integrated with the visuals presented. The candidate uses a range of camera shots to create a narrative which is well organised and successful in engaging the target audience.

Marks awarded: 15