

Teacher Resource Bank

GCSE Media Studies

Unit 1: Investigating the Media

C Grade Exemplar Script June 2010 – Reality Television

version 1.1



Broadcast Reality TV
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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
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Turn over ►

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)

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

Write the two digit question number **inside** the boxes next to the first line of your answer

Answer

Leave blank

~~2~~

0 1

I agree that these things make reality T.V. popular because people enjoy seeing things happen to real people on t.v. for example in ~~I'm a celebrity~~ "Big Brother" people are embarrassed by stuff they have

0 1

Dear Mr Lite ✓

in role
I am delighted to be presented with such a great opportunity like this. I think that it is a really good chance for me to express my ~~ideas~~ ideas and show what I am capable of.

I understand what I'm expected of and I hope you like my ~~ideas~~ ideas ✓ in the following sections of this letter.

0 1

Q4
I agree ✓ that these ~~from~~ things make reality t.v. popular, because people love the fact that it engages with real people, for example in "Big Brother" ~~pep~~ the contestants get humiliated ✓ by the tasks they have to do and also are exposed even when it's personal or are in an argument ✓ ~~with~~ with other contestants. They love seeing this happen ✓ because they take pleasure from watching it. I ~~at~~
I also agree with the fact that they like reality t.v. because they enjoy the idea of celebrities being on the show, because they might find out stuff about them they didn't know. ✓ An example of a reality t.v. show that has celebrities as contestants is "I'm a

leave blank

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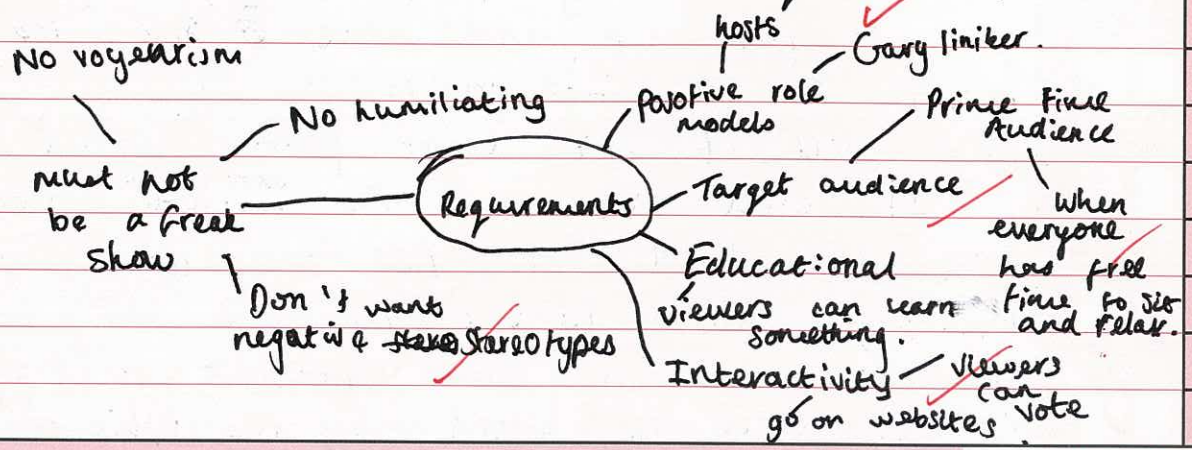


Q1
 "Celebrity Get me out of here" people enjoy watching celebrities they don't particularly like do tasks and stuff that embarrasses them and shows the audience what they are really like. People are also viewers also get excited that celebrities are on the show so this attracts them to watch the programme. The audience may even find stuff out about people they like, that they don't see like and change their mind about what they think of them. This all attracts the viewers which makes reality T.V. so popular. Finally it gives the audience the chance to participate interactively. This is great for the viewers as they get the chance to get involved and have an impact on what happens on the show. For example on "I'm a celebrity get me out of here" you can not only vote for who you want to see leave the camp but you can also vote for the celebrities that you want to do these horrible and terrifying tasks. So this means you can get involved and vote for the people you dislike in the camp and watch them get humiliated by doing these tasks.

Satisfactory aspects → Appropriate 6+3

0 2

I understand that you want me to pitch my idea to you for second chances but first of all I will list the requirements.



Now I am going to pitch my idea to you.

My idea for "Second Chances" is that people men and women that used to have a healthy lifestyle and have slightly gone off the tracks, ~~are~~ are being given the chance to get back on track. ~~with~~ ~~there~~ ~~healthy~~ ~~it~~ It will be held in a nice 8 bedroom house with lots of land outside for tasks, like for example a football session, or running activity. It will also have a dance studio for indoor tasks like dance to help contestants stay fit. The location for this is ~~in London~~ Essex, Chelmsford.

The presenter of my show, who will also be a great role model to the contestants is Ian Wright as he will be leading ~~them~~ ^{them} through a day to day through a healthy lifestyle day throughout the 6 weeks. I will also be having Marco Pierre White coming to cook a healthy meal for the group every week, and will also be having a number of people coming to lead the group through tasks like Kelly Holmes, as well as Ian Wright holding his own football session.

The characters involved in my show will be ordinary people but the audience get to pick up and vote ~~to~~ the top 3 people to go ~~into~~ on to the show who they feel will benefit most from "Second Chances".

It will be a 6 ~~month~~ ^{6 week} show and will be held on BBC one twice a week Monday and Wednesday and on both days it will be on from 8pm to 9pm. The winner will be voted by the public on who they

leave blank

leave blank

leave blank

think worked the hardest and stuck to the healthy lifestyle throughout. They will be presented with a top quality holiday of their choice, but truly everyone is a winner as after the show all the contestants will know how to maintain a healthy lifestyle.

Mostly in line with brief -

Satisfactory.

3+3+3.

0 3

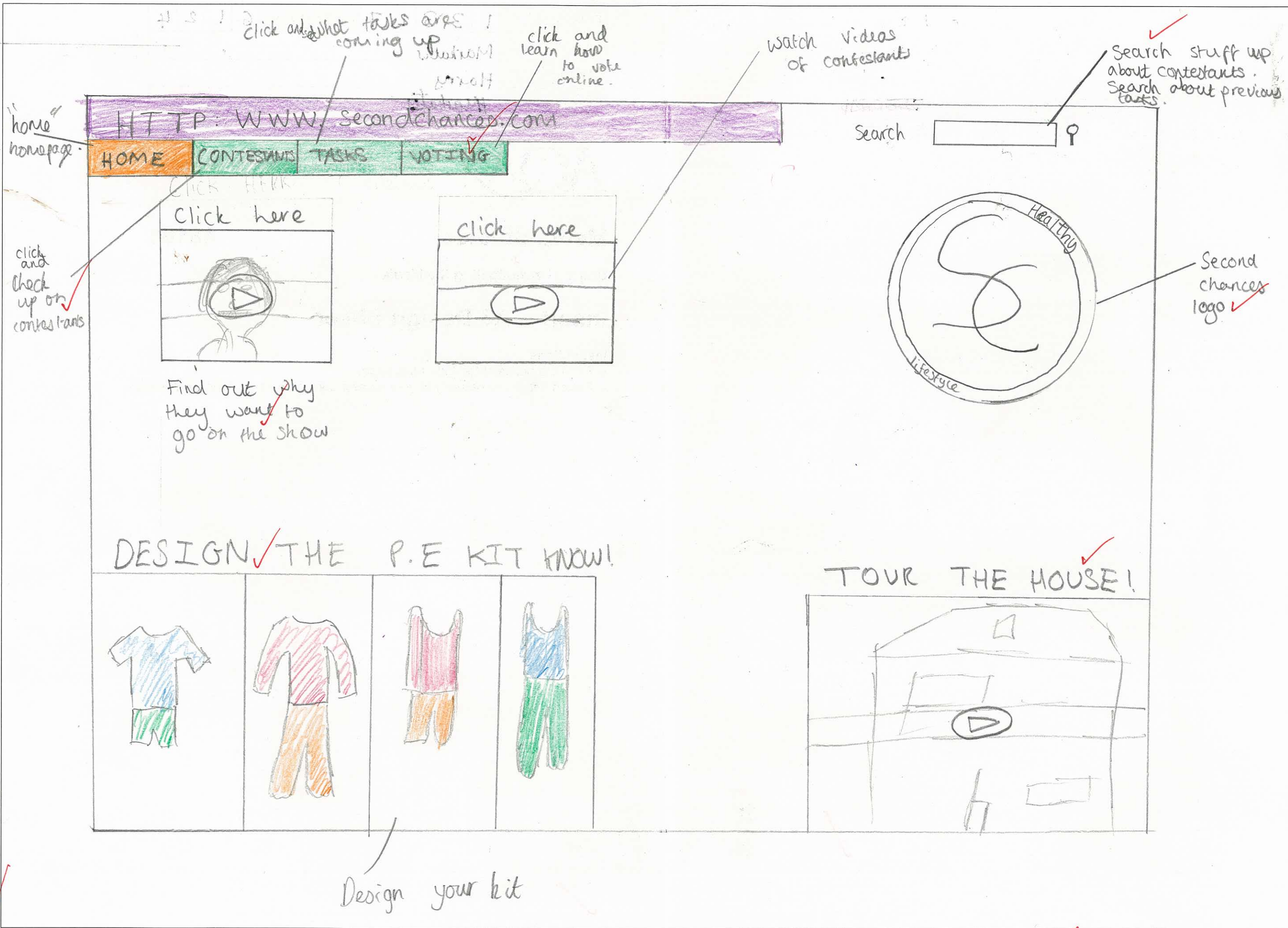
The advantages of having these things on t.v. is that even when people are not watching the programme because it isn't on they are still constantly hearing about it and are attracted to it. For example "Big Brother" when Big Brother has finished they have a show after with the contestant that got evicted of the show last time. So you are still seeing parts of it on. Another good advantage of this is stuff like websites, websites are another way for people that like the show can stay involved.

eg,

Advantages	Disadvantages
websites - stay up to date with whats going on.	Not healthy to be obsessed with celebrity life.
Radio - even in the car to and from work always hearing about it.	Although enjoyable - contestants humiliated.
Breakfast shows - getting ready in the morning. Always up to date.	Block important things out for the show. Not always appropriate for kids.

Basic knowledge - Some exemplification.

5 4+2



Some conversion - 3 + 6 lines with the prog.

Script Commentary

Task 1

This is clearly a **satisfactory** response which supports the reasons provided by the bullet points accounting for the popularity of Reality TV with audiences. Points made are not developed however and whilst examples are provided the candidate is unable to demonstrate knowledge of the range of Reality TV formats which appeal to different audience groups. The response itself is in role, organised and generally clearly expressed.

Marks awarded: 9

Task 2

This is a **satisfactory** pitch which demonstrates engagement with the brief. The format of the show is outlined and whilst largely derivative, is generally appropriate. The candidate does not move beyond this by outlining how the codes and conventions of Reality Television are going to be deployed and suggestions about contestants needs further exploration. However the candidate has succeeded in completing a proposal which shows clear evidence of a product and the response itself is organised, using media terminology.

Marks awarded: 9

Task 3

This response demonstrates a **basic** knowledge of cross-media promotion. The candidate is able to provide some exemplification of cross-media strategies used to promote a show and **begins** to identify the advantages of these methods. However the response does not move beyond this and is only able to demonstrate implicitly how promotional methods can impact on audience ratings. The candidate has provided one example of a Reality TV show to support points made but response is not totally secure.

Marks awarded: 6

Task 4

This is a **satisfactory** home page of a website which demonstrates some knowledge of the conventions of home page design. There are hints of creativity shown through the logo design form example and through some use of interactivity, the design begins to impact on an audience. Links are made with some of the features of the pitch, but these could be further developed.

Marks awarded: 9