



General Certificate of Secondary Education
Specimen Paper

Media Studies

XXXX

Unit 2: Understanding the Media

Specimen Controlled Assessments

Assignment Bank 1
Assignment Bank 2
Assignment Bank 3

These examples are for guidance. The assignments set must be taken from the current specification.

ASSIGNMENT BANK: 1 TOPIC: Moving Image

Title: Investigate the audience appeal of a specific television programme of your choice.

Key Concepts: Primary: Media Language and Audience
Secondary: Representation and Institution

Task 1 (AO2) 500 words**(10 marks)**

Choose a television programme scheduled on either a terrestrial, satellite or cable channel. Analyse either the title sequence or the first five minutes of the programme, identifying how it appeals to the target audience.

You may wish to comment on:

- Scheduling
- Genre
- Sound: music/dialogue
- Camera work
- Editing
- Lighting
- Mise-en-scene.

You need to explain your use of media language and how your production will appeal to your target audience.

Task 2 (AO3)**(5 marks)**

Present your ideas for the opening sequence of a television programme in the same genre. You should produce **one** of the following:

- A screenplay/script for the opening sequence or most dramatic scene
or
- A storyboard for the opening sequence or most dramatic scene
or
- A treatment for the television company.

ASSIGNMENT BANK: 2 TOPIC: Music promotion**Cross-media Study**

Title: Explore the ways in which bands and artistes are represented and promoted across the media

Key Concepts: Primary: Representation and Institution
 Secondary: Media Language and Audience

Task 1 (AO2) 800-1000 words **(20 marks)**

Choose a band or artiste that promotes itself through the media. Explore how they are represented and promoted across **two** different media forms.
You may wish to look at some of the following:

- Music video
- Music radio
- Web-based sites
- Print media.

You need to compare and contrast the representations across the two forms analysing the similarities and differences in these.

You need to explain your choice of representation and institutions for the productions you select to present below.

Task 2 (AO3) **(10 marks)**

Choose either:

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

For your chosen band create **TWO** of the following:

- A storyboard of between 10-20 frames for a sequence for a music video to be shown on either MTV or Youtube
- The home page of a website
- The cover or inside page of a magazine featuring the band or artiste
- The script for a two minute feature for an appropriate radio station about the band or artist.

ASSIGNMENT BANK: 3 TOPIC: Print**Practical Production****Title: Create a magazine extract using appropriate technology****Key Concepts:** Media Language, Institution, Audience, Representation**Task 1 (a) (AO3) Pre-production research**

Analyse at least two magazines in a chosen genre. Focus on the front cover, contents page, a double-paged spread (or equivalent) and an optional advertisement (the advertisement may be scanned in).

Individual work**Task 1 (b) (AO3)**

Produce mock-ups of a magazine bearing in mind the codes and conventions established in construction. Each member of a group must produce their own front cover, contents page and double-paged spread using an agreed house style eg a winter and summer edition or a January and March edition, or a Christmas and Valentine edition.

Individual work

**There should be no more than 12 pages of pre-production research and planning.
(Marks for Task 1: 15 marks)**

Task 2 (a) (AO4)

Create the final drafts of the front cover(s), contents page(s) and double-paged spread(s) and optional advertisement using the appropriate technology. This should include original imagery wherever possible.

Group planning/individual production**Task 2 (b) (AO4) 700-800 words**

Evaluate your production in light of the analysis for Task 1 (a).

You will need to explain:

- How your production meets your original aims
- How it conforms or subverts the codes and conventions of magazines
- The institutional context
- How your production meets the expectations of the target audience
- What representations are used in terms of people, places, font, colour etc.
- Any consideration of rules and regulations that may apply.

**Individual work
(Marks for Task 2: 30 marks)**