Unit 6: Critical Approaches to Media Products

Logbook

Student Name:................................................................. Target Grade: ..............

LEVEL 3 EXTENDED DIPLOMA IN CREATIVE MEDIA PRODUCTION
Assignment Number | CMPU6

Birmingham Ormiston Academy
BTEC Level 3 Extended Diploma in Creative Media Production - Broadcast

Assignment Brief

Student: [Name]
Assessor: Mr Butler
J: Mr Dodzo

Unit number & title: Unit 6: Critical Approaches to Creative Media Products
Date Set: 17/10/2015
Completion Date: 12/06/2016

Assignment Title: Critical Approaching Media Products

 Linked Units:

Grading Criteria: P1 M1 D1
P2 M2 D2
P3 M3 D3
P4 M4 D4

Resources: The classroom is equipped with 14 iMacs connected to the edit share server and 14 PCs connected to the academy network, and loaded with all the specific software required to successfully complete the unit & course. There is also a course blog with all the necessary online resources including hand-outs that learners may want to access at any time. In addition, the learners can also access 5 JVC GY-HM100e cameras.

Assignment Description: Taking the role of a researcher you will conduct various research projects to explore the relationship between producers and their audiences. In order to achieve this you will select various media products to deconstruct and analyse, looking at how these media products are packaged to suit the intended audience. You will Investigate the representation of society, and how they create and retain audiences.

Learning Outcomes
1 Understand how media producers define audiences for their products
2 Understand how media producers create products for specific audiences
3 Understand how media audiences respond to media products
4 Be able to develop responses to media products.

<table>
<thead>
<tr>
<th>Task</th>
<th>Activity</th>
<th>Evidence</th>
<th>Milestones</th>
<th>Grading Criteria</th>
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| 1    | Defining Media Audiences | - Written report, vlog or presentation
- All evidence of primary research including a focus group, face-to-face interview and questionnaire.
- Evaluation of research methods. | 04/12/2015 | P1 M1 D1 |
| 2    | Media Products & Their Audiences | - Written report, vlog or presentation | 05/02/2016 | P2 M2 D2 |
| 3 | **Audience Theories & Effects Debates**  
You will conduct a research report on audience theories and the effects debates that surround media messages. You must comprehensively explain the theories’ histories, what they suggest and explain a real life example of each theory in action. You must do the same for effects debates of censorship, exposure to explicit content and effects on health. | Written report, vlog or presentation | 25/03/2016 | M3  
D3 |
| 4 | **Final Media Product Analysis**  
You will conduct a research report into genre conventions, issues of representation and narrative structures. You must analyse each in a chosen media text. | Written report, vlog or presentation | 13/06/2016 | P2P4  
M2M4  
D2D4 |

### Assessment and Grading Criteria

| P1 | describe how media producers define audiences with some appropriate use of subject terminology [IE] | M 1 | explain how media producers define audiences with reference to detailed illustrative examples and with generally correct use of subject terminology | D1  
comprehensively explain how media producers define audiences with elucidated examples and consistently using subject terminology correctly |
| P2 | describe how media producers create products for specific audiences with some appropriate use of subject terminology [IE] | M 2 | explain how media producers create products for specific audiences with reference to detailed illustrative examples and with generally correct use of subject terminology | D2  
comprehensively explain how media producers create products for audiences with elucidated examples and consistently using subject terminology correctly |
| P3 | describe how media audiences respond to media products with some appropriate use of subject terminology [IE] | M 3 | explain how media audiences respond to media products with reference to detailed illustrative examples and with generally correct use of subject terminology | D3  
comprehensively explain how media audiences respond to media products with elucidated examples and consistently using subject terminology correctly |
| P4 | present a descriptive response to a media product with some appropriate use of subject terminology. [IE] | M 4 | present a discussion of a media product with reference to detailed illustrative examples and with generally correct use of subject terminology. | D4  
present an analysis of a media product with supporting arguments and elucidated examples, and consistently using subject terminology correctly. |
How do I get a distinction in this task?

Unit: ........................................................................................................................................

Task: ........................................................................................................................................

Grading Criteria: ........................................................................................................................

What do I need to do in order to achieve a **Pass**?

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What do I need to do in order to achieve a **Merit**?

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What do I need to do in order to achieve a **Distinction**?

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LEVEL 3 EXTENDED DIPLOMA IN CREATIVE MEDIA PRODUCTION
How do I get a distinction in this task?

Unit: ......................................................................................................................

Task: ......................................................................................................................

Grading Criteria: ....................................................................................................

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Task: ........................................................................................................................................
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LEVEL 3 EXTENDED DIPLOMA IN CREATIVE MEDIA PRODUCTION
Unit 6: Critical Approaches To Media Products - Task 1: Defining Media Audiences

Deadline:
Grading Criteria: P1M1D1

You have been commissioned to write a research report on audience profiling methods.

Research Agencies
- Explain the role and purposes of BARB, RAJAR and Pearl & Dean
- How do media producers use these research agencies to construct a profile of their audience?
- Give specific examples of existing media products that show how media producers using this research

Audience Categorisation
- Explain how each of the major systems of audience categorisation work
  - Age, gender, ethnicity, social class, psychographics, lifestyle, sexual orientation, regional identity, mainstream/niche
- What is each category able to tell a media producer about an audience?
- Give specific examples of how a producer would use EACH category when taking it from an audience profile

My Audience Profile
- In teams of three, research and create an audience profile for a media product of your choice.
- Using primary research methods of a questionnaire, a focus group and a face to face interview you must identify their:
  - Age, gender, ethnicity, social class, psychographics, lifestyle, sexual orientation and regional identity

Evaluation of Profiling Methods
- On your own you must now evaluate each of the profiling/research methods you used.
- You must compare, assess and discriminate between them
  - I.e. you must say which method is the more useful for given purposes
    - E.g. which method was most useful for finding out the audience’s age?
    - E.g. which method was most useful for finding out the typical time the audiences consume the product?

LEVEL 3 EXTENDED DIPLOMA IN CREATIVE MEDIA PRODUCTION
Unit 6: Critical Approaches To Media Products - Task 2: Media Products & Their Audiences

Deadline:
Grading Criteria: P2M2D2

You have been commissioned to write an analytical report on the content media producers use to cater their product to specific audiences. In this analysis you must conduct a case study of two media products and compare the different content used by their producers. You must then explain the purpose of audience feedback.

Addressing Audiences

• Introduce how media producers use codes and conventions to address/appeal to an audience
• For each audience category of your two chosen products compare, with specific and explained examples, the different content, codes or conventions that are used to appeal to this category
  ○ E.g. In terms of social class the Guardian markets itself to people who work in the law, the media and education and, as these are jobs, which often require reading and writing reports, its readers are comfortable with formal written English. The Guardian therefore uses formal, complex language. For example in the article on English skills in the UK: ‘It would be perverse to argue that, in a modern society, one could leave it at individuals’ liberty to learn the majority language.’
• Give multiple and specific examples to back up your points
• You must do this for every category: age, gender, ethnicity, social class, psychographics, sexual orientation, mainstream/niche

Audience Feedback

• Explain the different ways media producers seek feedback from their audiences either during production or after distribution such as: focus groups, audience panels, trialling and testing, reviews, complaints
• Explain why these are used and how they improve the products or future products

REMEmBER:
The content, codes and conventions you must use as evidence are:
Selection of content: words, images, sounds, sequences, colours, fonts, certain actors, presenters, directors or cinematographers;
Construction of content: narratives, layout, captions, anchorage, mode of address;
Codes & conventions: camerawork, sound, editing, mise en scene, symbols, connotations.
Unit 6: Critical Approaches To Media Products - Task 3: Audience Theories & Effects Debates

Deadline:
Grading Criteria: P3M3D3

You have been commissioned to research and write an article/report on **audience theories** and **effects debates**

You must discuss and comprehensively explain:

**Audience Theories (Hypodermic needle, Uses & Gratifications, Reception Theory)**

- Introduce what audience theories are
- Explain the history of each theory
- Explain what each theory suggests
- Discuss their effectiveness as ideas *(are they realistic? are they true?)*
- Explain a real life example of audiences responding to media according to each theory
  - E.g. Hypodermic Needle Theory - Orson Wells radio production of War of the Worlds

**Effects Debates**

- Introduce what debates on media effects are
- Discuss with **real life examples for each of the following:**
  - The debate on exposure to explicit, sexual or violent content,
  - The effects of advertising
  - The effects on consumer health
  - The debate on censorship
**Unit 6: Critical Approaches To Digital Media Products - Task 4: Final Media Product Analysis**

**Deadline:**

**Grading Criteria:** P4M4D4

You have been commissioned to write an **analytical review** of a fictional media product. You must review the products use of the following **conventions** and **theories**:

**Genre Conventions**
- What genre of product is the media text?
- What genre conventions does the product use?
- **Give multiple and specific examples with screenshots**

**Narrative Structures**
- What is the purpose, pros/cons of media following narrative structures?
- In what ways does your media product conform or subvert to:
  - Todorov’s Equilibrium theory
  - Propp’s Character theory
  - Strauss’ Binary Oppositions theory?
- **Give multiple and specific examples with screenshots**

- **Representation:**
  - What are the issues surrounding representation in media overall?
  - Identify if the following are represented in your chosen media text
    - Age
    - Gender
    - Social Class
    - Place/Location
    - Ethnicity/Nationality
      - If so, how?
        - Positively/Negatively?
        - Conform/Subvert stereotypes?
        - Hegemonic representation?
  - **Give multiple and specific examples with screenshots**
MOCK ASSIGNMENT

Each unit you study will contain a theoretical element in which you must demonstrate your understanding through an essay, presentation, podcast or v/log. It is important to practice writing at least a paragraph from each unit in order to receive feedback from either your teacher or peer before you start the actual assignment. That way you know what to include or improve on before you are under assignment conditions.

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| Marking Annotations |

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