

**Year 12 AS Media**  
**Curriculum Outline- 2008/2009, Exam Board: OCR**

**Examination- 50%**  
**Coursework- 50%**

**September 08-January 09 (Exam entry January 09)**

*AS G322: Key Media Concepts (TV Drama)*

The purpose of these units is first to assess candidates' media textual analysis skills and their understanding of the concept of representation using a short unseen moving image extract (AO1, AO2); second to assess candidates' knowledge and understanding of media institutions and their production processes, distribution strategies, use of technologies and related issues concerning audience reception and consumption of media texts (AO1, AO2):

The examination is two hours (including 30 minutes for viewing and making notes on the moving image extract) and candidates are required to answer two compulsory questions. The unit is marked out of a total of 100, with each question marked out of 50.

There are two sections to this paper:

Section A: Textual Analysis and Representation (50 marks)

Section B: Institutions and Audiences (50 marks)

**Section A: Textual Analysis and Representation**

An 'unseen' moving image extract with one compulsory question dealing with textual analysis of various technical aspects of the languages and conventions of moving image media. Candidates will be asked to link this analysis with a discussion of some aspect of representation within the sequence.

The moving image extract will be provided by OCR in DVD format, with full instructions for the administration of the examination, viewing conditions and note-making time. Centres must prepare candidates in advance of the examination, using a range of examples from texts from the genre stated below, to demonstrate textual analysis of all of the following technical areas of moving image language and conventions in relation to the unseen extract:

- Camera Angle, Shot, Movement and Composition
- Mise-en-Scène
- Editing
- Sound

The focus of study for Section A is the use of technical aspects of the moving image medium to create meaning for an audience, focussing on the creation of representations of specific social types, groups, events or places within the extract. It is not necessary to study the history of the genre specified. Centres should use examples of the genre specified with their candidates to prepare them for undertaking unseen textual analysis.

**For examination in 2009, 2010 and 2011:**

The unseen moving image extract will be four to five minutes long and will be from the following genre:

**TV Drama**

The sequence will be taken from a contemporary British one-off or series or serial drama programme. Guidance is given below regarding the administration of the examination. There will be viewing and note-making time for Section A. The timings and rules for viewing of extract and note-making will be explained.

## **Section B: Institutions and Audiences**

Through specific case studies of the centre's choice, candidates should be prepared to demonstrate understanding of contemporary institutional processes of production, distribution, marketing and exchange/exhibition at a local, national or international level as well as British audiences' reception and consumption. There should also be some emphasis on the students' own experiences of being audiences of a particular medium.

The specific area that we will be focusing on is:

### **Film**

A study of a specific studio or production company within a contemporary film industry that targets a British audience (eg Hollywood, Bollywood, UK film), including its patterns of production, distribution, exhibition and consumption by audiences. This should be accompanied by study of contemporary film distribution practices (digital cinemas, DVD, HD-DVD, downloads, etc) and their impact upon production, marketing and consumption.

Candidates should be prepared to understand and discuss the processes of production, distribution, marketing and exchange as they relate to contemporary media institutions, as well as the nature of audience consumption and the relationships between audiences and institutions. In addition, candidates should be familiar with:

- The issues raised by media ownership in contemporary media practice;
- The importance of cross media convergence and synergy in production, distribution and marketing;
- The technologies that have been introduced in recent years at the levels of production, distribution, marketing and exchange;
- The significance of proliferation in hardware and content for institutions and audiences;
- The importance of technological convergence for institutions and audiences;
- The issues raised in the targeting of national and local audiences (specifically, British) by international or global institutions;
- The ways in which the candidates' own experiences of media consumption illustrate wider patterns and trends of audience behaviour.

## **January 09-May 09**

### **AS G321: *Foundation Portfolio* in Media**

The purpose of this unit is firstly to assess candidates' ability to plan and construct media products using appropriate technical and creative skills (AO3); secondly to assess candidates' application of knowledge and understanding in evaluating their own work, showing how meanings and responses are created (AO2); and finally to assess candidates' ability to undertake, apply and present appropriate research (AO4). The unit requires candidates to engage with contemporary media technologies, giving them the opportunity for development of skills in these technologies.

This is a coursework unit, internally assessed and externally moderated. Candidates produce two paired media artefacts in response to briefs set by OCR plus some appropriate evidence of research and planning. Set briefs are paired in order to provide progression from a pre-production, preliminary exercise to a more fully realised piece and will be in the same medium. This offers the opportunity for skills development to be assessed, as well as a final finished piece.

#### **Set briefs on offer:**

##### **Print**

Preliminary exercise: using DTP and an image manipulation program, produce the front page of a new school/college magazine, featuring a photograph of a student in medium close-up plus some appropriately laid-out text and a masthead. Additionally candidates must produce a mock-up of the layout of the contents page to demonstrate their grasp of DTP.

Main task: the front page, contents and double page spread of a new music magazine (if done as a group task, each member of the group to produce an individual edition of the magazine, following the same house style).

*All images and text used must be original, produced by the candidate(s), minimum of four images per candidate.*

##### **Video**

Preliminary exercise: Continuity task involving filming and editing a character opening a door, crossing a room and sitting down in a chair opposite another character, with whom she/he then exchanges a couple of lines of dialogue. This task should demonstrate match on action, shot/reverse shot and the 180-degree rule.

Main task: the titles and opening of a new fiction film, to last a maximum of two minutes.

*All video and audio material must be original, produced by the candidate(s), with the exception of music or audio effects from a copyright-free source.*

The presentation of the research, planning and evaluation may take the form of any one, or combination of two or more, of the following:

- A presentation using slideshow software such as Powerpoint;
- A blog or website;
- A podcast;
- A DVD with 'extras'.