

OCR GCSE UNIT 3 NEA Student Workbook

This is the Workbook for use with **OCR GCSE UNIT 3 NEA**. All of the notes refer to the content of this unit of work. They are designed to create a useful set of notes to help you with understanding the ideas covered in the NEA coursework, to support you in your Home Learning, and be a clear revision aid in your preparations for the final examinations. You need to keep in mind at all times the examination board Assessment Objectives that your NEA work is to be assessed with.

Demonstrate knowledge and understanding of:

- the theoretical framework of media
- contexts of media and their influence on media products and processes.
- Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.
- Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.

Create products for intended audience and evaluate communication of:

- Demonstrate K&U of the theoretical framework – the key concepts
- Contexts of media products & production
- Analyse products by application of the framework /concepts /context

The study of the media for GCSE involves understanding how the media industry and specific media institutions construct media products that communicate messages to their audiences about the world we live in and our place within it.

The **Non-Examination Assessment** is a portfolio of practical work constructed by you to a set design brief from the examination board. This work allows you to demonstrate your understanding of the knowledge and learning acquired in your theoretical studies.

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Lesson 1: Applying NEA research to your own work

There is so much to cover in the OCR NEA Briefs for 2019 and so many possible directions and hypotheses that could be seized on, that in these Edusites OCR NEA Units I can only offer a starting point for the more detailed **individual** research and analysis **required of you by OCR**. Remember, the work on the NEA Brief for 2019 is about **your** ideas and **your** research. In these lessons I offer guidance and strategies for you to start to apply your acquired learning and understanding of the theoretical models from the rest of the Media course

You need to explore similar products. If you do this, you should ensure your ideas and analysis are as effective and as wide ranging and thorough as possible. A lot can happen in the next year or so - keep up to date with these.

DVD cover purpose:

- To catch attention of the casual audience as well as genre fan
- reinforce the genre identity through easily recognisable style features (this is used to construct/sustain audience who identify with the genre and its narratives/themes)
 - **serious**
 - **sensational**
 - **humorous**
 - **political**
- demonstrate (*Title, language, selection of image*) the values and stance towards modern day contexts

Statement of Intent:

You must complete a brief outline of your aims for the media production that must be submitted with the production. This will be assessed with the production and will enable you to explain the ways in which you will apply knowledge and understanding of media language and representation to the production and how this will target the intended audience. This is a compulsory element of the NEA and you must complete the statement of aims in Section B of the cover sheet using approximately 250 words. A template is provided on the OCR website for guidance

The work undertaken at the end of Term 2 once the briefs were published was about making and refining choices – we covered this in Edusites Unit 2.

The most obvious choice was (1) the Brief and (2) the specific task:

- *teen drama audio-visual*
- *Magazine print*
- *music video audio-visual*
- *online charity campaign*

This was all about your interest in the brief – *you may not like sci-fi, you may not feel local news is a good fit for you and your skill set* – as well as considering where do your practical skills lie – *website? Audio-visual? Print?*

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The work in the following lessons assumes that you have made this choice and have followed the guidance for research to construct the solid base on which your product will be built.

In this unit we are going to focus on strategies for ensuring your research now informs your work – that the examiner can tell you’ve made an effective product fit for purpose rather than just ‘guessed’.

Research and planning work should not be submitted does not mean that it is unimportant or that you should conduct superficial research.

The quality and depth of your research will be clearly evident in both the content, wording, and quality of your Statement of Intent and in the quality and accuracy in fulfilling the brief in your final product.

Examiners are exceptionally good at evaluating this. Your ability to conduct and apply research is crucial to your success.

Tasks:

Select one of the following products. Each product represents one of the areas indicated by the four OCR briefs. Select the product that fits the brief you have already selected and begun to research.

By applying my strategies to the product from your area of study:

- (1) You evolve some useful research
- (2) You should be able to apply this to the other products you are researching
- (3) You should be able to apply this in constructing your own products in Term 4 and Term 5

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Lesson 2: Applying Representation research

In his study of genre, Neale offers an explanation as to how this generic verisimilitude works. Neale argues that generic verisimilitude allows filmmakers to ignore or sidestep realist aspects and still make it feel true to audiences, giving the examples of the musical where it is accepted that characters will suddenly burst into song and dance and no-one around them thinks it's strange.

He also goes on to state that some genres depend on the establishment of believable reality based on constructing the recognisable culture verisimilitude: gangster, war, police films compared to the establishment of fantasy worlds of science fiction, gothic horror or slapstick comedies.

In certain eras, it is argued that those genre with the least cultural verisimilitude attract audiences the most, explaining the popularity of musicals in WW2 and Fantasy post 9/11. Whilst it may be clearer in film and TV, the idea of **verisimilitude** impacts on all mass media products such as magazines, film promotion, and music videos. These products have to have believability in the sense of being credible representations of the worlds they are concerned with. Film has to look like it is part of a genre - *more than this* - that it represents current ideas of that genre; magazines have to look situated in the contemporary culture – *being on trend in fashion, values, features*; music videos – *even if they involve a fantasy worlds and performers bursting into song and dance* – must convince as part of contemporary culture in values and representations.

We need your practical work to be 'fit for purpose'. This is the term coursework examiners most often use when considering the merits of student productions.

We might deem this as:

- 'does it look like the thing it's supposed to be?'
- 'does it convince as a contemporary media product?'

This is most often best judged in the representations you use – does the cover of your lifestyle magazine look like it would appeal to the contemporary audience, does it appear to represent their concerns and interests? This is best judged by looking at what real products are showing on their covers and comparing their concerns and images

Tasks:

As with previous lessons in these NEA units:

(1) Select a product from similar genre, platform, or targeted at a similar / identical audience as the brief you have selected

(2) Research this product and then analyse it in terms of the scaffold of prompts I suggest for each format – *Teen music Lifestyle Magazine; TV teen drama; music video; Charity campaign online*

You can use my exemplars if you wish or if you have limited access in the lesson, but you will need to develop and add to the bullet points I make about each product in relation to the learning/research prompts.

(3) You should develop these ideas by looking at several more such products for Home Learning and think about the ideas that you can apply to your own portfolio.

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Lesson 3: Applying your character research

Whichever brief you select you will need to involve representations of people – be it detailed individual characters in your teen drama, images in a magazine shoot, or groups of people such as performers and background figures in your music video.

In each case, you will be constructing characters that you need your audience – *and the examiner* – to relate to and to find to be believable in a modern media product – our ‘*fit for purpose*’ idea again.

Clearly, the depth of character that you need to establish will depend on **the brief you choose** and **the product you decide to construct**.

A central character in a TV teen drama requires some fairly complicated thinking about their aspirations and motives and these have to be conveyed in their dialogue, movements, actions, and behaviour.

A model on a cover shoot needs only the sketchiest of ‘character’ outlines but even here we need to consider their character as to what they represent:

- **Their gender**
- **Their age group**
- **Their style group**
- **The brand identity of the magazine**

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Lesson 4: Applying Audience research

How things are shown to audiences shape how audiences feel about them.

If we are only allowed to see a celebrity in one particular way our understanding of that celebrity will appear to audience as ‘true’ or ‘real’.

Consider how stars such as **Katy Perry** and **Taylor Swift** and their management companies are very controlling of their image – EG: *the fuss made when Russell Brand tweeted an image of his then wife without make-up created a twitter storm and pressure was brought for on Brand who removed the offending tweet for fear her glossy, candy-floss cartoon image of glamour would be harmed.*

Think of how newspapers such as **The Sun** represent politicians they dislike in only a critical manner in the hope that their readers will come to believe this view of them – EG *their representations of Jeremy Corbyn the Labour Party leader.*

Media packs detailing the target audience for a product are freely available for most media institutions.

Their intended audience is the industry – those organisations who are interested in organising commercial activities around a mass media product such as placing advertising in a magazine or TV channel, tie-ins with film releases or featuring and writing about a music performer.

The pack will often include some idea of how the product intends to address its audience and (*in the case of TV shows, magazines, newspapers, radio shows etc.*) maintain or evolve their relationship with them.

Such ideas and data are useful in considering how your own NEA product will ‘talk’ to the audience you have been given in the brief.

Most mainstream magazines – such as those belonging to the **Bauer Media group** – have a clear profile of their audience. *Mojo* magazine call him ‘Dave’. They know he is 42 and in the ABC1 NRS social segment.

Here is the 2018 profile from the **Bauer Media Group** website – they even know the music he listens to and the platforms he selects to do so.

Clearly, this is based on detailed research into the habits of their readers, but it lets *Mojo* understand how Dave will react to the cover features and stories they might be planning to run – which he will like and those that might just stop him buying the magazine that issue. Equally, they know that *Mojo* has the ability to shape Dave’s interests and evolve his listening. So in each edition, they talk to him in such a way that he is convinced that the magazine is the best one for him

This positioning and aligning is a part of every media product.

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Tasks:

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Lesson 5: Gathering the learning

You should apply your own detailed research into the planning and construction of your product.

Consider Applying:

- *Your detailed knowledge of the evolution of such products –origins, development, and ownership*
- *Key similar products – what conventions must you apply to attain ‘fit for purpose’*
- *Current contexts and concerns of such products*
- *Detailed study of the target demographic*
- *The values/politics of such modern products*
- *Regulations that cover such products*
- *We offer some outline review of these elements in the lessons but to ensure that you maximise your capabilities in Media Studies you should add depth to this by your own detailed research*

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APPENDIX IMAGES AND RESOURCES

Target Audience: Adults 16-34



Huge and Hot Right Now
 UK Hot 40
 Chart Impact and Future Hits
 Essential Urban
 Party People!
 The Big Hit Breakfast
 Rock Armageddon
 K! 20 Biggest Anthems
 Hip Hop Anthems
 Rise & Grind
 Official UK Top 40
 Engaged & Underage
 16 And Pregnant

Most Tweeted
 First Play Friday
 Bigga Beats 2012
 Urban Chart Top 20
 Non Stop Hot Hits
 Essential R&B and Hip Hop
 Stateside Slammers!
 E! News
 Keeping Up With The Kardashians

Sex And The City
 Friends
 COMEDY CENTRAL
 Two and A Half Men

How I Met Your Mother
 90210
 Hollyoaks
 Made In Chelsea
 Come Dine With Me

Embarrassing Bodies
 This Morning
 Daybreak
 XFactor
 The Jeremy Kyle Show
 The Only Way Is Essex
 Take Me Out
 Beauty & The Geek
 Good Morning Sports Fans
 SKY SPORTS NEWS
 Evening Report
 First Fast Now

Got To Dance
 The Glee Project
 Modern Family
 Deal Or No Deal
 Shameless
 Hollyoaks
 Man V Food
 Dragon's Den
 Big Brother
 Neighbours
 Dallas
 Home & Away

Film Programming
 Dave
 Dave
 Dave

Target Audience: Housewives with Kids



Sponge Bob Squarepants
 nickeloodeon
 iCarly
 Fairly Odd Parents
 Engie Benji
 Ben 10
 C itv
 Animals
 Jack & The Neverland Pirates
 Daybreak
 This Morning
 itv
 Loose Women
 The Wright Stuff
 Neighbours
 Dallas
 Home & Away
 Grand Designs
 A Place In the Sun
 Hugh's 3 Good Things

Iggy Arbuckle
 Pearlle
 Horrid Henry
 Chloe's Closet
 LazyTown
 cartoonito
 Baby Looney Toons
 Ben & Holly's Little Kingdom
 nick jr
 Dora The Explorer
 Rules of Engagement
 Desperate Housewives
 Ugly Betty
 Bones
 Sing Date
 sky LIVING HD
 Airline
 Biggest Loser USA

Yoohoo & Friends
 Tom & Jerry Tales
 The Garfield Show
 Power Rangers
 Digimon
 Ninja Turtles
 Adventure Time
 Milly Molly
 Little Bear
 tiny pop
 Strawberry Shortcake

Mickey Mouse Clubhouse
 Disney Junior
 The Jeremy Kyle Show
 Grand Designs
 A Place In the Sun
 Hugh's 3 Good Things
 Rules of Engagement
 Desperate Housewives
 Ugly Betty
 Bones
 Sing Date
 sky LIVING HD
 Airline
 Biggest Loser USA
 Coronation Street
 itv2
 Emmerdale
 The Real Housewives of DC
 Film Programming
 Modern Family
 The Middle
 Raising Hope
 What's Cooking?
 Jamie's 15 Minute Meals
 Come Dine With Me

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Notes:

Target Audience: Women 16-34



Huge and Hot Right Now
 UK Hot 40
 Chart Impact and Future Hits
 Baby Looney Toons
 Fireman Sam
 Bananas In Pyjamas
 10 Fresh Vids Right Now
 The Evening Selection
 The Big Hit Breakfast
 Non Stop Hot Hits
 Bigga Beats 2012
 Urban Chart Top 20
 Latest Music News
 MTV Push
 UK Top 40 Singles
 Desperate Scousewives
 Keeping Up With The Kardashians
 E! News
 Captain Mack
 tiny pop
 Rolie Polie Olie
 Hot Right Now
 Top 20 Biggest Stars on the Planet
 Engaged & Underage
 Official Uk Top 40
 16 And Pregnant
 Teen Mom
 What's hot Right Now: Top 10
 Desperate Scousewives
 Man V Food
 Dragon's Den
 Two and A Half Men
 Friends
 COMEDY CENTRAL
 How I Met Your Mother
 Hollyoaks
 Made In Chelsea
 A Place In The Sun
 Grand Designs
 One Born Every Minute
 Got To Dance
 The Glee Project
 sky1
 Modern Family
 Come Dine With Me
 Shameless
 Hollyoaks
 Deal Or No Deal
 Big Brother
 Neighbours
 Dallas
 Home & Away
 This Morning
 Daybreak
 itv 1
 XFactor
 The Jeremey Kyle Show
 Beauty & The Geek
 Take Me Out
 itv 2
 The Only Way Is Essex

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