



General Certificate of Secondary Education  
June 2015

## Media Studies

48101/PM

Unit 1 Investigating the Media

Topic Television News

## Preliminary Material

To be opened and issued to candidates on or after Monday 18 May 2015. After this date the teacher may advise the candidate but formal teaching should cease.

### INFORMATION

- The Preliminary Material is to be seen by teachers and candidates **only**, for use during preparation for the examination on Monday 15 June 2015. It **cannot** be used by anyone else for any other purpose, other than stated in the instructions issued, until after the examination date has passed. It must **not** be provided to third parties.

### NOTICE TO CANDIDATES

- The following brief has been issued to help you prepare for the examination in **Unit 1 Investigating the Media**.
- You are advised to read it carefully and use it to guide your preparation. You are advised to refer to the glossary on page 4.
- The Preliminary Material takes the form of a brief. In the examination you will be expected to respond in role to this brief.
- In the examination you will be asked to complete four tasks.

### GUIDANCE FOR THE EXAMINATION

- You will need to use the knowledge and understanding you have gained of **Television News**.
- You should take coloured pencils, fine liners and a ruler into the examination and use these where appropriate.
- You may make sketches and diagrams to help develop your answers where appropriate.
- You are not allowed to take this copy of the Preliminary Material or any notes with you into the examination.
- A new copy of this Preliminary Material will be included with the examination paper.

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You have received this press release which has been emailed to national and local media, colleges and schools inviting contributions towards the launch of a new national television news programme. The News Network is a cable and satellite channel dedicated to broadcasting 24-hour rolling news coverage.

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For release: 18 May 2015

Media Contact: [editor@newsnetwork.com](mailto:editor@newsnetwork.com)



### **The News Network targets young audiences**

We are excited to announce the launch of a new early evening news programme targeted at 16–24 year olds. *News Burst* is planned for broadcast in the new year and The News Network is inviting young people to get involved in its launch.

*“Our research shows that young people are not watching television news. We need suggestions from them for the format of our new programme to guide our decisions about both its news agenda and style,”* explains the editor of The News Network.

We intend to create a pilot bulletin to be used with focus groups throughout the country to test their reaction. *“We have simulated a bulletin by providing a typical day’s breaking news stories. We want them to choose the lead story and to decide the running order for two other stories that they think should be included in our pilot.”*

The News Network has won several awards for the quality of its coverage of news events and is keen to keep this reputation. *“We pride ourselves on being among the first to break a news story and on the accuracy of our reporting. We are determined to give young people news stories they will care about in a style that will appeal to them. This must be evident immediately the opening title sequence begins to roll.”*

The News Network also welcomes additional suggestions for ways to encourage young people to engage with television news. *“We need to take advantage of our e-Media platform and think more imaginatively about how we can target this important audience.”*

If you are interested in getting involved with this challenge you will be asked to complete four tasks. You will need to show us that you have researched into television news programmes and that you have a good understanding of what will appeal to our target audience.

We need your ideas by Monday 15 June 2015. Final tips from us are:

- provide examples to support your ideas
- use diagrams and illustrations where appropriate.

To complete the brief you must choose three of these news stories

**Story 1** – Latest figures released show increase in number of unemployed young people in Britain.

**Visual material** – Graphics showing growth in youth unemployment. Recorded interview at the home of 21-year-old David Wells who has been unemployed since leaving school at 16.

**Story 2** – Powerful hurricane in the Caribbean kills hundreds and leaves many more injured and homeless. Hurricane is heading for southern states of USA.

**Visual material** – Aerial views of areas hit by hurricane. Graphic of a map showing locations of areas affected. Live interview with Press Officer for a humanitarian aid charity.

**Story 3** – Teenager Aisha Johnson becomes youngest person ever to swim the English Channel. Aisha completed the swim in memory of her brother, who was killed by a drunk driver.

**Visual material** – Footage of Aisha completing her swim.

**Story 4** – Premier League footballer claims that racism is a major problem within the sport. He has received hundreds of racist tweets online.

**Visual material** – Interview with the player's manager outside the training ground. Graphic of selection of tweets (with offensive words blacked out).

**Story 5** – Government announces draft proposals to allow 16 year olds to vote in next General Election. Some MPs say they will oppose the plan.

**Visual material** – Vox pop reactions in a London street. Footage of teenagers voting in 2014 Scottish referendum.

**Story 6** – Police warn summer festival goers to be alert to ticket fraud. It emerges that a fraudulent online ticket agency has been selling fake tickets – or not sending out any tickets at all.

**Visual material** – Interview with fans who paid for but have not received their tickets.

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## Glossary

<b>Break a news story</b>	To report the story often whilst it is still taking place or unfolding. News broadcasters are in competition with each other and will want to be among the first to cover the story.
<b>Current affairs programmes</b>	Serious discussion programmes about events/issues which are taking place around us.
<b>e-Media platform</b>	Electronic media platform covers the internet and includes websites and social media.
<b>Format</b>	A term which covers both the content and overall style of the programme.
<b>Lead story</b>	The first story that is presented in a news bulletin. It is considered to be the most important news story of the day.
<b>News agenda/values</b>	Determines how much prominence news broadcasters give to particular types of news stories. News editors will decide which stories are 'newsworthy' and important enough to be included in a news bulletin.
<b>Press release</b>	A written communication to the media and other organisations who might be interested. In this instance produced by The News Network as a way of publicising the invitation to young people to get involved in the launch of the news programme.
<b>Running order</b>	The order in which news stories are presented in a news bulletin.

**END OF MATERIALS**