

# FILM AUDIENCES TV PIECE

Date of Issue:	Friday 31st March
Submission Deadline:	Friday 28th April
Assignment Duration (approximately)	4 weeks

Qualification	Level 3 Extended Diploma in Creative Media Production (Film + Television)
Unit	Unit 26: Film Studies Learning Outcome 3 and Learning Outcome 4
Assessor's Name:	Scott Hayden
Student Name:	

## Project Overview / Scenario

You have been commissioned by local entrepreneur Seb Hall's Film Festival: [Red Carpet Screenings](#) to create a 10 minute online TV piece on 'Film Audiences' exploring the often complex relationship between producers and their audiences.

In pairs you will use a specific new film as a case study to help you investigate publicity, marketing, and target audience methods used by Producers before going on to look in more detail at the Genre your specific new film case study belongs to.



## FILM AUDIENCES TV PIECE

In pairs you will produce a 10 minute TV piece on 'Film Audiences'

You will discuss the relationship between the producers of a specific new film and its specific audience.

- **The Publicity and Marketing Strategy for the Film eg** Advertising, Reviewing, Chat shows, Product tie-ins, Premieres, Awards, Online presence
- **How the Producer considered the Target Audience during Production eg** Audience research, Producer response to research, Audience targeting, Distribution

You will then look at the genre your film belongs to by discussing the ways in which different audiences interact with film.

- **Relationship between audiences and films eg** Active spectatorship, Pleasure, Frameworks of interpretation, Media literacy, Intertextuality, Preferred readings, Effects, Fandom, Interactivity, Social networking, Pre- and post-viewing experiences
- **Conditions of reception eg** Cinema, Blu-ray, DVD release, Online access

Your completed 10 minute TV piece on Film Audiences will be uploaded to your Google Classroom.

Covers Learning  
Outcome:

U26 LO3 + LO4

Submission  
Deadline:

### Evidence to be submitted:

Your completed 10 minute Film Audiences TV Piece as a .mov file  
**needs to be submitted to your Google Classroom.**



### Sources of Information

#### Social Media

- Twitter - <https://twitter.com/bcotmedia>
- Facebook Group – <https://www.facebook.com/groups/649921418423094/>

#### Blog

- 'bcotmedia' tumblr dictionary - <http://bcotmedia.tumblr.com/tagged/dictionary>

#### Textbooks

- Baylis P, Freedman A, Procter N et al – *BTEC Level 3 National Creative Media Production, Student Book* (Pearson, 2010) ISBN 978-1846906725
- Baylis P, Freedman A, Procter N et al – *BTEC Level 3 National Creative Media Production, Teaching Resource Pack* (Pearson, 2010) ISBN 978-1846907371

#### Local Employers

- Students will be supported online by local Film Directors Geoff Harmer [@fraughtuk](#) and Mark Brennan [@mrmarkbrennan](#)

### To successfully achieve the project you must:

The assignment must be submitted by 23.59 p.m. on the date specified or on the agreed upon extension deadline. Extensions will only be permitted if you have a legitimate reason and have spoken to both your tutor and the Lead Internal Verifier who have both agreed to the extension.

Being ill will not be considered a legitimate excuse for not submitting the work on the due date, unless previously discussed with the unit lecturer and/or your tutor well before the due date.

Work presented in an assessment must be the student's own. Plagiarism is where a student copies work from another source, published or unpublished (including the work of a fellow student or of a tutor) and fails to acknowledge the influence of another's work or to attribute quotes to the author. Plagiarism is an academic offence.

Complete and sign the declaration form at the back of this assignment brief – your work will not be marked if you do not do this. The signature can be done digitally; this will be taken as you officially signing the declarations. Although we will need your handwritten signature if your work is Internally Verified or Externally Verified.

Date of Submission:	Friday 28 <sup>th</sup> April
Extension submission date:	
Reason for extension:	
Lead Internal Verifier Resubmission authorisation:	
Resubmission date:	

General Feedback Comments
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If you have any questions in regard to the feedback/grade provided here see me or email me and I will clarify any issues.

Grade Achieved:	
Resubmission Grade Achieved:	

Criteria	Criteria Feedback
Unit 26. Learning Outcome No. 3 and Learning Outcome No. 4 Understand the relationship between producers and audiences and Understand the relationship between audiences and films	
P3	Describe the relationship between producers and film audiences with some appropriate use of subject terminology
M3	Explain the relationship between producers and film audiences with reference to detailed illustrative examples and generally correct use of subject terminology
D3	Comprehensively explain the relationship between producers and film audiences with elucidated examples and consistently using subject terminology correctly
P4	Describe the relationship between audiences and films with some appropriate use of subject terminology.
M4	Explain the relationship between audiences and films with reference to detailed illustrative examples and generally correct use of subject terminology.

D 4	Comprehensively explain the relationship between audiences and films with elucidated examples and consistently using subject terminology correctly.	

Assessor Signature:	Scott Hayden	Date:	
Learner signature:		Date:	

Learner Assessment Submission and Declaration					
Learner name:		Assessor name:	<b>Scott Hayden</b>		
Issue date:	Friday 31st March	Submission date:	Friday 28th April	Submitted on:	
Programme:	Level 3 Extended Diploma in Creative Media Production (Film + Television)				
Unit:	26: Film Studies				

Individual work identification for group assignments			
Student Name	Learning Outcome	Evidence submitted	Page numbers or description
	L03		
	L04		
Additional comments to the Assessor:			

## Learner declaration

I certify that the evidence submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

Learner  
signature:

Date:



