

# FUTURE AUDIENCES (INDEPENDENT eLEARNING)

Date of Issue:	Friday 6 <sup>th</sup> November
Submission Deadline:	Friday 8 <sup>th</sup> January
Assignment Duration (approximately)	9 weeks

Qualification	Level 3 Extended Diploma in Creative Media Production (Film + Television)
Unit	Unit 6: Critical Approaches to Creative Media Products Learning Outcome 1
Assessor's Name:	Scott Hayden
Student Name:	

## Project Overview / Scenario

'The Daily Basingstoke' have tasked you with creating a four-part Report explaining to its readers about the changing ways in which audiences consume new media in 2015/16.



This project will be self-directed and entirely online.

## Future Audiences

The Daily Basingstoke request that your Report be submitted in four parts for their consideration to publish online:

### TASK 1. QUANTITATIVE RESEARCH

Vlog, Podcast, or Written  
How do Producers use the quantitative research from these organisations to help define an audience for their product?

- BARB, Rajar, ABC, Focus/ Audience Testing, and Social Media Analytics

### TASK 2. QUALITATIVE RESEARCH

Vlog, Podcast, or Written  
Decide what you will be looking in to: TV **or** Games and carry out at least two methods to find out what the audience think the future of TV **or** Games is:

- Focus groups, Questionnaires, Face-to-face interviews

### TASK 3. AUDIENCE PROFILING

Vlog, Podcast or Written  
Define the future audience for a specific new TV show (eg Season 6 of HBO's 'Game of Thrones') **or** Game (eg 'The Tomorrow Children' on PS4) in terms of the following categories:

- Socio-economic status, Psychographics, Geo-demographics, Age, Gender, Sexual orientation, Regional identity, Mainstream, Alternative, Niche

### TASK 4. PRESENTATION/ SUMMARY

Vlog, Podcast or Written  
Analyse your findings and present how you think media producers define audiences for their products and how TV/ Games be accessed in 2016?

Your Task 1, Task 2, Task 3, and Task 4 will be uploaded to your U6 LO1 Google Drive folder.

Covers Learning Outcome:

U6 LO1

Submission  
Deadline:

### Evidence to be submitted:

Your Task 1. Quantitative Research, Task 2. Qualitative Research, Task 3. Audience Profiling, and Task 4. Presentation/ Summary **need to be submitted to your U6 LO1 Google Drive folder.**

(Please ensure the work is in a Digital Format eg the actual Document or Video file that you provide here)

### Sources of Information

#### Social Media

- Twitter - <https://twitter.com/bcotmedia>
- Facebook Group –  
Media - <https://www.facebook.com/groups/649921418423094/>  
Games - <https://www.facebook.com/groups/259654687561824/>

#### Blog

- I have made this resource to guide the learners through the Assignment –  
<http://unit6lo1.tumblr.com/>

#### 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

- The Daily Basingstoke are supporting the learners throughout the project  
<https://www.facebook.com/TheDailyBasingstoke?fref=ts>

### 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 8 <sup>th</sup> January
Extension submission date:	
Reason for extension:	
Lead Internal Verifier Resubmission authorisation:	
Resubmission date:	

**General Feedback Comments**

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 6. Learning Outcome No. 1 Understand how media producers define audiences for their products					
P 1  Describe how media producers define audiences with some appropriate use of subject terminology [IE]	<table border="1" style="width: 100%; height: 40px;"> <tr><td style="width: 50%;"></td><td style="width: 50%;"></td></tr> <tr><td style="width: 50%;"></td><td style="width: 50%;"></td></tr> </table>				
M 1  Explain how media producers define audiences with reference to detailed illustrative examples and with generally correct use of subject terminology	<table border="1" style="width: 100%; height: 40px;"> <tr><td style="width: 50%;"></td><td style="width: 50%;"></td></tr> <tr><td style="width: 50%;"></td><td style="width: 50%;"></td></tr> </table>				

D 1	Comprehensively explain how media producers define audiences 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 6 <sup>th</sup> November	Submission date:	Friday 8 <sup>th</sup> January	Submitted on:	
Programme:	Level 3 Extended Diploma in Creative Media Production (Film + Television)				
Unit:	6: Critical Approaches to Creative Media Products				

Individual work identification for group assignments			
Student Name	Learning Outcome	Evidence submitted	Page numbers or description
	<b>L01</b>		
Additional comments to the Assessor:			

Learner declaration			
<p>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.</p>			
Learner signature:		Date:	

**Paste  
your work  
here**