

# NEWS REPORT

Date of Issue:	Friday 2nd December 2016
Submission Deadline:	Friday 20th January 2017
Assignment Duration (approximately)	5 weeks

Qualification	Level 3 Extended Diploma in Creative Media Production (Film + Television and Games Development)
Unit	Unit 6: Critical Approaches to Creative Media Products Learning Outcome 2
Assessor's Name:	Scott Hayden
Student Name:	

## Project Overview / Scenario

'**The Basingstoke Gazette**' have asked young media professionals to submit a News Report about how media is made for specific audiences.

You will join a news team, analyse a Newspaper, Magazine or Website, gather research, and then produce a News Report to deadline.



The most professional work will be put forward for consideration to be published on their online presence.

## News Report

You need to work in your Group to produce a **News Report** on how Media Producers created your selected magazine, newspaper, or website for its specific audience. You will use your research, Surveys, Focus Groups, and Interviews, to help you construct a 5-10 minute video that discusses the following:

- Age
- Social and economic status
- Geographical location
- Interests and lifestyles
- How the selection of content is aimed at the specific audience
- Construction of content
- Codes and conventions
- Modes of address
- How is the audience addressed or interpellated by the product?
- Is it aimed at a niche, alternative OR commercial mainstream audience in mind?

Once complete your News Report .mov file will be uploaded to Google Classroom.

Covers Learning Outcome:	U6 LO2
Submission Deadline:	

## Evidence to be submitted:

Your completed News Report .mov file **needs to be submitted to Google Classroom**

(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 – <https://www.facebook.com/bcotmedia>
- Google Classroom - <https://classroom.google.com/u/0/>

### 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 Basingstoke Gazette are supporting the learners throughout the project  
<http://www.basingstokegazette.co.uk/>

## 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 20th January
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
<b>Unit 6. Learning Outcome No. 2</b>	
Understand how media producers create products for specific audiences	
P 2	Describe how media producers create products for specific audiences with some appropriate use of subject terminology [1E]
M 2	Explain how media producers create products for specific audiences with reference to detailed illustrative examples and with generally correct use of subject terminology
D 2	Comprehensively explain how media producers create products for 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 2nd December	Submission date:	Friday 20th 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>L02</b>		
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:	