## MS3 – Media Investigation and Production

Important Notice: you must produce coursework at A2 **in a different medium** from that done in AS. That means that if you did a magazine for AS, you cannot do a magazine for A2. You can still work in print, but we recommend you work in mixed-media (see below).

**Coursework Outline**:

Candidates are required to produce three pieces of linked work:

* a research investigation (1400 – 1800 words)
* a production (informed by the investigation)
* a brief evaluation (500 – 750 words).

**(a) Research Investigation**

Candidates are required to undertake an individual investigation into a specific area of study focused on one of the following concepts: **genre, narrative or representation.**

Their research should draw on a range of both primary and secondary sources. It should enable candidates to reach conclusions that will inform their production.

Examples of investigations include:

* the **representation** of teenagers in two British films
* the **generic** similarities between Game of Thrones and Sinbad (the TV series)
* the **narrative** structures of Britain’s Got Talent and Strictly Come Dancing.

**(b) Production**

Candidates are required to submit a production **which should develop from, and be informed by, the candidate's research investigation**. Audio-visual productions should be **up to 4 minutes** in length (depending on the nature of the production). Print-based productions (or their digital equivalent) should be **a minimum of 3 pages**.

Digital media (other than audio-visual productions) and print-based productions must be **individual**.

Audio-visual productions can be produced **either individually or in groups** (maximum 4). Group tasks must offer appropriate opportunities for each candidate to demonstrate an individual contribution and for each candidate to link their production work to their individual research investigation.

**(c) Evaluation**

The production must be accompanied by an individual evaluation which explores how the production has been informed by the research undertaken into the relevant media concept.

The evaluation can be produced in any appropriate form such as:

* a discursive essay (with or without illustrations)
* a digital presentation with slide notes (such as a PowerPoint)
* a suitably edited blog.

**Assessment**

Candidates are required to submit:

* a research investigation (1400 – 1800 words): **45 marks**
* a production (informed by the investigation): **45 marks**
* a brief evaluation (500 – 750 words): **10 marks**

Each of the three pieces of work will be assessed separately and then combined to achieve a total mark for the unit.

## Examples of Research Investigations and the subsequent Production Work

**Inv:** How are women represented in ‘Scream’ and ‘The Cabin in the Woods’?

**Prod:** EITHER – a horror trailer; OR three posters for new horror films

**Inv:** How does the representation of artists differ in mainstream and alternative music genres?

**Prod:** The official fan site for a new artist (this could utilise MySpace or YouTube)

**Inv:** An analysis of news photographs: their structure and narrative appeal

**Prod:** A series of anchored news photographs for a specific newspaper

**Inv:** Do film promotional websites follow the same conventions? A close analysis of (two or three) contrasting sites (genre)

**Prod:** A web site promoting a new film (this could become a group production with the insertion of film footage shot by the students)

**Inv:** How is masculinity represented in the HBO series ‘The Pacific’ and ‘Band of Brothers’?

**Prod:** Four promotional posters for new war miniseries.

**Inv:** How are teenagers represented in teenage magazines?

**Prod:** A photo story for a new teen magazine

**Inv:** An investigation into the conventions of TV satires *Brass Eye* and *Ali G*. (genre)

**Prod:** A short mockumentary in the style of one of the programs researched

# Approaching the Coursework

**Rationale**:

The rationale behind A2 coursework is that students do research that will help them make a better product. At AS, it was simply enough to produce something that looked like a professional media product – at A2, the work should also address a particular **issue** in the media.

**Approach**:

Everything centres around what you want to do for your production coursework. We recommend students adopt the following procedure:

1. Decide on the media industry you want to research and the media product you would like to make (you cannot do the same as you did for AS).
2. Come up with a list of existing media products (e.g. specific films) that you are interested in researching. Identify the specific case studies you will use.
3. Decide which of the three ‘media issues’ best fits with your chosen media products (representation, genre, narrative)
4. Discuss with teacher and finalise the title of your research investigation – **USE THE EXEMPLARS ABOVE TO HELP YOU DECIDE ON THIS...**
5. Begin your research into your case studies.

**Can I work as part of a group?**

Students are permitted to work in groups of up to 4 for **MOVING IMAGE** work only. However, we would not recommend students work in groups. Those who have done so in the past have found it considerably harder to merge all of their different research ideas and produce a product that addresses all their needs.

**IT IS BETTER TO WORK ALONE**…

## The Research Process

You will need to carry out primary research (into your case studies themselves) and secondary research (academic reading).

**Preliminary Research** into your case studies will be done during June, July and August. You will deliver a PowerPoint presentation on this research to your group in the first lesson back in September.

**Secondary Research**

This is research that has already been carried out and published. It can include:

* Essays (from books/journals/googlescholar)
* Documentary films
* DVD extra features
* Articles/reviews/interviews (from magazines)
* Essays (from the internet)
* Articles/reviews/interviews (from the internet)
* Reference material (like Wikipedia)

Generally speaking, the sources at the top of the list are the most respected and reliable. The further down the list you go, the less credible the source becomes. It would be highly inadvisable to use only internet sources if you want to get a good grade. Secondary research for A2 will need to be extensive, detailed and well-documented.

Secondary research will be carried out in September. You will gather academic ideas and theories to apply to your case studies – to test whether those theories are seen in practice, or not.

**Primary Research**

The final stage of your research will be to relate the ideas gathered in your academic reading to your case studies. As well as close analysis of the case studies themselves, this can include:

* Questionnaires
* Interviews
* Focus Groups

At all times, it is essential to ensure that your research is as fair as possible. It is best to be methodical and to approach the research as you would a Science experiment. Your teacher will help you plan primary research appropriate to your topic.

Remember that your practical production work must address your research findings – you will be producing something that either fits with what your research tells you, or that challenges those research findings.

**Keeping Good Notes**

Before you begin to take down any notes from a source (whether you are hand-writing or copy/pasting), you should **always** make a note of where you got the information from – this will help you to find the source again if you need to follow up on something.

An accepted system of recording sources can be adapted from the following:

[**Books**] Surname, Forename (Date) – *Title in Italics*, Place of Publication, page number

e.g. Worland, Rick (2007) – *The Horror Film: An Introduction*, Oxford, p.32

[**Magazines/eZines/Journals**] Surname, Forename – ‘Title of Article in Inverted Commas’, *Title of Magazine in Italics*, Issue Number, Month, Year, page numbers

e.g. Bearne, Eve – ‘An Interview with Gunther Kress’, *Discourse: Studies in the Cultural Politics of Education, Vol.26, No.3, September2005, pp.287-299*

[**Internet Sources**] Surname, Forename – ‘Title in Inverted Commas’, [www.webadress.web](http://www.webadress.web)

e.g. Carr, D – ‘Play Dead: Genre and Affect in Silent Hill and Planescape Torment’, [gamestudies.org/0301/carr/](http://www.gamestudies.org/0301/carr/)

There are two reasons why it is advisable to write this information at the top of the page before you begin:

1. It will enable you to find exactly the same thing again if you decide you need a quotation or you need to go back to figure out what your notes mean (it happens!).
2. You need this information in your references list, so doing it now means you have all the information to hand and you won’t have to go rummaging through books or your internet history to find where you got the information.

**UNIVERSITIES WILL REQUIRE YOU TO ADOPT THIS SYSTEM OF ACADEMIC REFERENCING AND SO WILL WE…**

## Writing up your research

Having finalised your title and carried out your research, you need to write it up!

Word count: 1400 – 1800 words.

We recommend you follow this structure:

* Introduction. Explain your area of interest and the case studies you have chosen to focus on. Why did you choose this area? What in particular are you aiming to find out? What questions are you asking of the material you are collecting?
* Literature review (secondary research). Discuss your findings from the reading you have done. What have other writers had to say about your area of interest, applied to your case studies? You should be able to spend at least a paragraph on each source, summarising and commenting on the key ideas. A well-chosen quotation from each one would be good. Here, you should be setting up the ideas you will discuss later.
* Primary research (textualanalysis, content analysis, questionnaires, focus groups etc.). This is where you apply the ideas from your secondary research to the case studies themselves, and to any work you’ve done with people. Make sure that you’re drawing connections between the different sources – this is the mark of a perceptive researcher.
* Conclusion. This should be substantial enough to answer the questions you set yourself at the beginning of the process. As your production work has to “conform to or deliberately challenge your findings”, you must state clearly what your findings are, and you should finish by briefly explaining how this will guide your production work.
* References. Every text that you refer to must appear here, in an easily traceable way. See below for a suggested format.

**References within the text:**

Quoting from a book After the quotation, give the information: (Evans, p.1). If you are quoting from more than one text by the same author, add the date: (Evans, 2012, p.1)

Quoting from a website Only give the name of the author: (Evans)

**List of references after the text (on a separate page):**

Books Evans, G., *Water Imagery in the Bourne Trilogy*, 2012

Websites Evans, G., *AvP / Prometheus: Separated at Birth?*,<http://www.catpeeler.com/films.htm>, accessed 16 Sep 2012.

**A2 Coursework Schedule 2013-14**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **MONTH** | **MON** | **TUE** | **WED** | **THUR** | **FRI** | **Notes** |
| **JUNE** | 10 | 11 | 12 | 13 | 14 | Coursework booklets issued to **Y12🡪Y13 MEDIA** |
| **JUNE** | 17 | 18 | 19 | 20 | 21 | ... |
| **JUNE** | 24 | 25 | 26 | 27 | 28 | Identify area of study and media industry |
| **JULY** | 1 | 2 | 3 | 4 | 5 | ... |
| **JULY** | 8 | 9 | 10 | 11 | 12 | Research specific case studies |
| **JULY** | 15 | 16 | 17 | 18 | 19 | ... |
| **JULY** | 22 | 23 |  |  |  | Prepare PowerPoint presentation |
| **AUG** | **S U** | **M M** | **E R** | **H O** | **L S** | ... |
| **SEPT** |  |  | 4 | 5 | 6 | Present initial research findings to group |
| **SEPT** | 9 | 10 | 11 | 12 | 13 | in first lesson of Y13 |
| **SEPT** | 16 | 17 | 18 | 19 | 20 | ... |
| **SEPT** | 23 | 24 | 25 | 26 | 27 | Academic reading |
| **OCT** | 30 | 1 | 2 | 3 | 4 | ... |
| **OCT** | 7 | 8 | 9 | 10 | 11 | Lessons focused on research and writing skills |
| **OCT** | 14 | 15 | 16 | 17 | 18 | ... |
| **OCT** | 21 | 22 | 23 | 24 | 25 | Drafting research investigation |
| **OCT** | **H A** | **L F** | **T E** | **R M** | **! !** | ... |
| **NOV** | 4 | 5 | 6 | 7 | 8 | Deadline for first draft of research investigation |
| **NOV** | 11 | 12 | 13 | 14 | 15 | ... |
| **NOV** | 18 | 19 | 20 | 21 | 22 | Research investigation drafts returned |
| **NOV** | 25 | 26 | 27 | 28 | 29 | ... |
| **DEC** | 2 | 3 | 4 | 5 | 6 | Deadline for final draft of research investigation |
| **DEC** | 9 | 10 | 11 | 12 | 13 | ... |
| **DEC** | 16 | 17 | 18 | 19 | 20 | Photography / filming / drafting of practical work |
| **DEC** | **C H** | **R I** | **S T** | **M A** | **S** |  |
| **DEC** | **H O** | **L I** | **D A** | **Y S** | **! !** |  |
| **JAN** | 6 | 7 | 8 | 9 | 10 | Practical production work |
| **JAN** | 13 | 14 | 15 | 16 | 17 | ... |
| **JAN** | 20 | 21 | 22 | 23 | 24 | (Preparation for MS4 practice exams) |
| **JAN** | 27 | 28 | 29 | 30 | 31 | ... |
| **FEB** | 3 | 4 | 5 | 6 | 7 |  |
| **FEB** | 10 | 11 | 12 | 13 | 14 | ... |
| **FEB** | **H A** | **L F** | **T E** | **R M** | **! !** |  |
| **FEB** | 24 | 25 | 26 | 27 | 28 | Deadline for final submission of practical work |
| **MAR** | 3 | 4 | 5 | 6 | 7 | Deadline for first draft of evaluation |
| **MAR** | 10 | 11 | 12 | 13 | 14 | Evaluation draft returned |
| **MAR** | 17 | 18 | 19 | 20 | 21 |  |
| **MAR** | 24 | 25 | 26 | 27 | 28 | Deadline for final submission of folder |
| **APR** | 31 | 1 | 2 | 3 | 4 |  |

Final deadlines are subject to change, depending on timing of A2 practice exams.

# MS3 Planning Sheet Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which **mode** did you use for AS?

* Print
* Moving Image
* Interactive
* Mixed Media

Which **industry** did you work in for AS? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Suggest an area for investigation (something that interests you enough to find out more about it).

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Which of the ‘media issues’ do you intend to focus on?

* Genre
* Narrative
* Representation

What type of media product will you produce for the practical work?

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What are you expecting to find in your investigation?

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How will you reflect these findings in your practical work

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