
INTERNATIONAL GCSE MEDIA STUDIES

9257

Non-Exam Assessment (NEA)
Specimen

NEA Briefs

What's assessed?

Students must complete:

- 1) a Submission Statement explaining your decisions
- 2) an **individual** media production **for an intended audience, applying your knowledge and understanding of media language and representation.**

This booklet contains **six** briefs. You must choose one brief and create a media product to fulfil the requirements of that brief.

Release date

The briefs will be released by OxfordAQA on 1 July, two years before the first assessment for that set of briefs.

The briefs will be changed every three years.

Time

There is no limit to the amount of time that you can spend on your NEA but we recommend you spend around 30-40 hours on the physical creation of your NEA products.

Submission Statement

You must complete a Submission Statement that analyses your media product and outlines your decisions for that product in response to the brief you have chosen. This must be submitted to your teacher with your product and will be sent to the exam board for moderation. This will be assessed with the product and will allow you to explain and analyse the ways in which you are applying knowledge and understanding of media language and media representation to your product and how it will target the intended audience. It will also enable you to explain your further ideas in response to the set brief.

This is a compulsory element of the non-exam assessment and you must complete the Submission Statement using a maximum of 1000 words. There is a template at the end of this booklet for you to complete.

Unassessed participants

Unassessed participants may appear in your media product, or operate lighting, sound and other equipment but this must be under your direction. You must outline what these unassessed participants did, and how you directed them to complete any tasks you set for them, on the Candidate Record Form (CRF) that will be given to you by your teacher.

NEA production briefs

In each case, you are acting as a media professional who has been invited to bid for a commission. The overall commission is given, as well as the trial product required in the bid. Briefs are given in the following media forms, you are to respond to **ONE** brief:

- Audio
- E-media
- Print
- Video
- News
- Advertising

Audio

Brief	Minimum requirements
<p>The Commission The overall commission is to devise a weekly series of four-minute features for an English-language radio station. Each feature will include an interview with a celebrity about a contemporary social issue. The features will each be broadcast on Thursdays at 4.15pm, and so should be suitable for a family audience.</p> <p>The Tasks In order to bid for this opportunity:</p> <ul style="list-style-type: none"> • please create one four-minute radio feature that includes an interview with a celebrity of your choice about a social issue that you feel would be important to and engaging for a family audience. • in your submission statement, please also include ideas for two further four-minute episodes, explaining how both meet the requirements of the brief and appeal to the family audience. 	<p>The feature must combine input from a host-presenter and at least one other contributor.</p> <p>The feature must include:</p> <ul style="list-style-type: none"> • a clear intro and outro • the title of the feature • the name of the presenter • the name(s) of the contributor(s) • audio elements to establish the style of the feature • at least three minutes of talk • other sound sources, such as music, wild track or sound effects. <p>Use of appropriate language and register for the target audience.</p> <p>Editing and mixing of the sound to establish meaning.</p>

Please note:

- you do not have to interview a real celebrity; you may use anyone to act the part of a celebrity
- there is no requirement to include the name of the station within the excerpt, but if it is included, you may choose a relevant existing station, or may devise your own station name
- no existing jingles or station identifiers etc can be used
- all sound used, apart from music, must be original.

E-media

Brief	Minimum requirements
<p>The Commission</p> <p>The overall commission is to devise an online promotional package for a social media influencer that features a new product they are promoting. The promotional package should make a clear link between the product and the unique selling point (USP) of the influencer. The audience is potentially global, and existing fans of the influencer should be targeted.</p> <p>The Tasks</p> <p>In order to bid for this opportunity:</p> <ul style="list-style-type: none">• please create a working homepage and one linked page for the influencer's official website, and four social media posts. At least two of the social media posts must include 15 seconds of moving image (video and/or montage of still images). Although the final website may be in multiple languages, the two trial pages should be in English.• in your submission statement, please also include ideas for a further page of the website, and two further posts by the influencer, explaining how these will promote the influencer or the new product to the influencer's existing fans.	<p>Use of appropriate language and register for the target audience.</p> <p>Website pages</p> <ul style="list-style-type: none">• Original logo to establish the name and brand of the influencer.• Three original images across the two web pages that establish the style of the influencer and a clear house style for the website.• Clear navigation to other pages within the website (you are not expected to create the other pages).• Linked page to contain information about the new product being promoted. <p>Social media posts</p> <p>Four distinct posts featuring the new product, all of which must include visual material and at least two of which must include 15 seconds of moving image.</p> <p>The 15 seconds of moving image (video or montage of still images) must in each case promote the new product, and is to include:</p> <ul style="list-style-type: none">• 5 seconds of voice• other sound sources such as music or ambience/atmosphere.

Please note:

- you do not have to use a real social media influencer; you may use anyone to act the part of the influencer
- all sound used, apart from **music**, must be original.

Print

Brief	Minimum requirements
<p>The Commission</p> <p>The overall commission is to devise a new upmarket arts or lifestyle magazine aimed at an educated and relatively wealthy audience. This will be published monthly in your country for an English-speaking audience.</p> <p>The Tasks</p> <p>In order to bid for this opportunity:</p> <ul style="list-style-type: none">• please create one sample front cover, the contents page, and a double page feature. The double page feature must focus on a person of importance in the arts world or allied to the relevant lifestyle who would appeal to this audience. You are to create four pages in total, including at least six original images. <p>in your submission statement, please also include ideas for two further features to be included within the magazine, explaining how these would fit the genre of the magazine and appeal to the educated and relatively wealthy audience.</p>	<p>Front cover</p> <ul style="list-style-type: none">• Title for the magazine and original masthead (logo) design• Selling line• Cover price• Dateline• Main original cover image• At least four cover lines <p>Contents page</p> <ul style="list-style-type: none">• The magazine logo or a clear visual reference to it• The page title• Reference to at least eight articles that can be found in the magazine, with page numbers. These should include the articles sign-posted in the cover lines• At least one original image (different from that used on the front cover) <p>Double page spread</p> <ul style="list-style-type: none">• Headline, standfirst and subheadings• Original copy for double page feature (approx. 350 words) that links to one of the cover lines on the front cover• Main original image (different from those used on the front cover and the contents page) plus at least three smaller images <p>All pages</p> <p>Clear brand and house style for the magazine including use of images, colour palette and fonts.</p>

Please note:

- you are not expected to accurately depict any 'real' person of importance. You may include images of yourself or others playing the part of the relevant person, or may devise your own person of importance.

Video

Brief	Minimum requirements
<p>The Commission</p> <p>The overall commission is to devise a new, original 4-part science-fiction drama series for a streaming TV platform. This drama should attract an English-speaking family audience within your own country.</p> <p>The Tasks</p> <p>In order to bid for this opportunity:</p> <ul style="list-style-type: none">• please create a four-minute sequence from the first episode of the new science-fiction drama series, which includes a narrative enigma.• in your submission statement, please also: include a brief overview of the series such as the streaming service might provide to attract viewers; and outline your ideas for the narrative of the first two episodes (placing the created sequence in context), explaining how these will appeal to the family audience.	<ul style="list-style-type: none">• At least two filming locations.• At least two characters including a protagonist.• Variety of shot selection, framing of the image and camera movement.• Diegetic sound (which could include but is not restricted to dialogue, Foley sound and• ambience/atmosphere) and non-diegetic sound (which could include but is not restricted to soundtrack and voiceover) as appropriate to create meanings.• Use of narrative codes appropriate to the genre to create an enigma and hook in the audience. <p>Editing of the footage, soundtrack and dialogue to establish meaning and enigma.</p>

Advertising

Brief	Minimum requirements
<p>The Commission The overall commission is to devise an advertising campaign to encourage young people (12-18 year olds) to become involved in voluntary work in the community. This campaign should be designed to attract an English-speaking audience within your own country.</p> <p>The Tasks In order to bid for this opportunity:</p> <ul style="list-style-type: none"> • please create either four print advertisements or four 40-60 second radio advertisements. • in your submission statement, please also include ideas for taking the campaign into at least two other media forms, explaining how these are appropriate for the audience of 12-18 year olds. 	<p>Four different advertisements, each featuring contrasting examples of voluntary work within the community.</p> <p>A common house style for the overall campaign.</p> <p>Appropriate choice of slogan and call to action.</p> <p>Print adverts:</p> <ul style="list-style-type: none"> • Eight unique original images in total, including a different dominant image in each advertisement. • A narrative situation represented in the dominant image for each advertisement, featuring at least one 'character'. • Logo design (for the campaign). • Original copy to encourage the target audience to participate, minimum 70 words per advert, including reference to the voluntary work shown in that advert. At least half of this word count must be unique to each individual advert. • Appropriate choices of font, type sizes and colours to create meanings. <p>Radio adverts: Each advert to include:</p> <ul style="list-style-type: none"> • at least 25 seconds of voice • two different voices • other sound sources such as music, wild track or sound effects • audio features to establish the nature of the voluntary work and its benefits • appropriate choices of language and register for the target audience • appropriate choices of narrative codes and media language to create desire and persuade the audience • editing and mixing of the sound to establish meaning.

Please note:

- all sound used, apart from music, must be original
- you must create either radio or print adverts, not a mixture of the two.

News

Brief	Minimum requirements
<p>The Commission</p> <p>The overall commission is to devise three different versions of one news story, aimed at 18–40-year-olds, for new national news providers in your country. These stories are being published or broadcast for an English-speaking audience.</p> <p>The Tasks</p> <p>In order to bid for this opportunity:</p> <ul style="list-style-type: none">• please present the news story in each of the following media forms: a formatted article for a newspaper; a TV news package.• in your submission statement, please also include ideas for how this news story would be presented differently on a news provider's website, explaining how this would be appropriate for the audience of 18-40 year olds.	<p>Newspaper news article</p> <ul style="list-style-type: none">• Headline for the news story• At least one original image for the story• Caption for the image• Original copy for the story, with a total word count of at least 500 words• Appropriate layout for a newspaper article. <p>TV News news story package</p> <ul style="list-style-type: none">• Visual content (still images or video) for the news story, including at least one sequence of actuality footage• Voiceover or piece to camera from at least one news reporter• At least one extract from an interview related to the news story. <p>Both</p> <p>Appropriate mode of address.</p>

Please note:

- all sound used, apart from music, must be original
- the news story does not have to be real, but could (if desired) be based on an existing story, as long as no wording, video or images is copied from this story.

Candidate Name	Candidate Number
Centre Name	Centre Number
Outline for the Submission Statement (20 marks)	
<p>Write an analysis of how you have created meaning and an explanation of the decisions made within your media production, using 600-700 words, including:</p> <ul style="list-style-type: none"> • Examples of how your production meets both the production requirements of the brief and the needs of the intended audience; • Examples of how you have used or subverted existing codes and conventions of the media form; • Examples of how you have used specific media language to convey specific meaning; • Examples of how you have constructed specific representations and what you expect the intended audience to understand from these. 	
<p>Include further ideas in support of your submission, as required in the brief, using an additional 200-300 words.</p>	