Question 1a: Explain how your research and planning skills developed over time and contributed to your media production outcomes. Refer to a range of examples in your answer.

1 (a) As John W Cresswell stated: 'Research is a way of progressing and planning before producing the final outcome.' I developed a wide variety of different skills within research and planning which helped to have a good transition between my Foundation Portfolio and my Advanced Portfolio.

During my Foundation Portfolio (AS) work, I had to produce a music magazine. Before this I conducted my research and planning. I started by doing a semiotic analysis of previous and existing music videos which linked into my proposed choice of genre: Indie. I did this through primary research. By looking at magazines such as: Uncut and Mojo, it allowed me to learn some of the codes and conventions used to make a successful music magazine. Codes and conventions such as large masthead, large central images, left hand third and many puffs and buzz words. By analysing these codes and conventions it allowed me to have an idea and plan how I can use different puffs and buzz words and a large central image to affect in my music magazine.

I then conducted quantitative and qualitative research. This allowed me to conduct interviews and questionnaires (quantitative) to people who are interested in Indie music magazines and find out what they like and don't like about them. This gave me an indication as to what to feature in the magazine and how I could put the information I found out to full affect. This linked in well to my qualitative research, where I conducted a survey. I used a website called 'Survey Monkey'. This enabled me to conduct a survey and ask people certain information and what people prefer in magazines. There were however, some implications to this as Survey Monkey only offered a 14 day trial and it was a hard to gather all the information and get people to do the survey within the 14 days. Next time, I would probably advertise the link to the survey through Facebook and Twitter, so more people could do my survey.

From all my research gathered it enabled me to start planning. I firstly did a prelim task, using Microsoft PhotoDraw. I created a basic magazine combining the different codes and conventions I researched (masthead, images, buzz words). This allowed me to get an idea on how to create a magazine whilst using some of the research I conducted. However, Microsoft PhotoDraw is a basic software and didn't allow me to produce a more sleek prelim task as it made the imagery 'boxy' and text functions were limited. I then planned for my final piece by creating a flat planning sheet. This enabled me to have each section of my magazine separate and tie in all my research onto the flat planning sheet. So when it came around to creating my music magazine all my planning sheets were available and I had a good idea on what to put into my magazine.

I made good progression between AS and A2 by conducting research. In AS I had an idea on how to conduct primary research and break down existing products. I knew the implications of Survey Monkey and what I would do

differently at A2. This helped to conduct my research and planning in a more fluid, easy flowing way, as I already had ideas on how to conduct research at A2 from the beginning.

During A2 I conducted my research and planning in similar ways to AS. I conducted primary research where I did interviews and questionnaires to find out what people like in certain music videos and what they would want featured. I also conducted secondary research where by I analysed and research other A2 students' music videos and blogs. This enabled me to get an idea on small things to include and what type of codes and conventions are used within the same type of video. However, this could have an affect on my planning as I do not know whether the secondary research I conducted is reliable and genuine.

For my A2 planning I already had an idea on what music video I was going to do, so by creating a storyboard for each scene in my video it will allow me to make the video flow better and have an indication as to what camera shots and mise-en-scene is needed in each scene. (I also did this in my research but with an existing music video and I also conducted shooting and location schedules for my planning). Along with this I also created a prelim video whereby I created a movie trailer. I used a basic software in IMovie but it was very good as it enabled me to get to grips with using a camera and how to get the best of a video. I also had an indication on how to crop, add sound and add transitions to my video.

I put my research to affect during my planning. This helped to have an easier transition between AS and A2 and it allowed me to make my A2 production in a quicker and easier manner.

A good start with a clear agenda set out right away. The candidate makes clear what tasks were undertaken for each unit and discusses a range of research methods, referring to both examples and technical terms. There is some reflection on the methods used, indicating what might have been learnt. Some elements of planning are discussed, though this is less developed. The A2 work is glossed over a little, with less reference to specific examples. Overall, there is a sense of structure and development in this response, but it would be better if it were supported by more concrete examples.

High level 3

Media in the online age- how significant has the internet been to media audiences?

8) I believe that the Internet has been very significant to the audiences as it has opened up and created different opportunities to purchase and create new things through music and news concepts.

Within the music industry, the Internet has become more significant for audiences when purchasing or listening to music. This can be proven by the 'The Long Tail Theory' devised by Chris Anderson (2006) who stated that more niche music products are becoming available on the Internet to purchase and that niche products will be hard to find in high street stores. In the past, people who wanted to buy music would have to purchase it from high street stores. No online stores were available and only hard copy CDs were available for purchase. This limited people to what music people could buy as not all high street music stores such as HMV would sell niche music products. However, in present day, online stores such as Amazon and ITunes have a wide range of different music artists. An example is 'Bryn Tegel – We'll keep a welcome', a welsh opera singer whose albums can be found to purchase or download on Amazon. He is a niche artist and his albums would only be found in niche music high street stores. As online stores such as Amazon contain a wide variety of music, it is having a detrimental effect on high street stores such as HMV as more people are starting to purchase from the Internet. This has had an affect as HMV (largest high street music store) has now gone into administration due to the lack of sales and lack of demand as more people are buying online. This highlights the fact that the Internet has had a large impact on audiences when purchasing music.

Wikinomics also has an affect on how the Internet has changed audiences' concepts of the music industry. Wikinomics is a theory devised by Tappscottt and Williams (2006). The theory stated that more people will collaboratively work together whilst also each having their won say (democratization). This theory links in well with the creativity of Web 2.0 as Web 2.0 has allowed people to work together and have their own say through social networking sites and YouTube. In the past, when music was being produced, the band members would all have to be together in one room, producing, editing and recording their music. This was a slow process but the only way as technology didn't have the functions to send music through peering like it does now. In the present day, through the theory of Wikinomics, it has created different opportunities for people to produce and share music around the world. An example of some one who has done this is 'Alex Day', who by using free creativity has been able to produce and film his own music and music video and publish it on YouTube for the world to see through peering. By having these concepts available (free creativity and peering) it has enabled Alex Day to film his music video and through peering send it to his editor via email, who lives in a different part of the UK. This means Alex doesn't have to be with his editor in the same room to finish his project. Websites such as 'Outsource.com' follow a similar concept by allowing niche artists to upload their own music and get feedback from people and how they can improve their music. However some musicians such as Blink 182 prefer to use

traditional methods of production when they're all together in one room as they believe they can produce a more professional piece of work. From the theory of Wikinomics and the creation of Web 2.0 both have had a significant impact on audiences when using the Internet within the music industry. This is down to free creativity, peering, working collaboratively and democratisation as people can now have their own say be creative themselves.

Within the News industry, Wikinomics has also had an affect on how the Internet has become more significant for audiences. In the past, the news would only be broadcast 2-3 times a day, half an hour each time. The daily newspapers would only be available and that was it. However, in the present day the news is broadcast 24 hours a day 7 days a week, all year round. Each news broadcaster has their own channel and website and now even mobile phone apps. The news has become more popular to people and this can be highlighted through the use of the Internet. An example of this is from 2010 when the London Riots took place. An off duty news reporter decided to film with his own mobile phone footage of people stealing from shops and causing mayhem. With the captured footage and through the use of free creativity and peering he decided to upload it onto YouTube and send it to major news corporations through technological convergence. Within hours his footage was being shown all over the UK and within days through the impact of news websites, YouTube and the whole Internet, his footage was being shown worldwide (thinking globally). This highlights the fact that the Internet has had a big impact on audiences. The use of Wikinomics to film the footage of the London Riots also links in well with the theory of Citizen Journalism.

Citizen Journalism is a theory divised by Dan Gillmoor (2004) who stated that more people will start to produce their own news and that news companies will start to rely more on citizen journalists than news given to them by governments. An example of this is the London Riots but more significantly in Syria. When the war first broke out in Syria news corporations were relying on the Syrian government to give them information. However, with the increase in Citizen Journalism people are taking to social network sites such as Twitter to publish their won news on what is happening. The Syrian government don't like this as news corporations are starting to rely on citizen journalists instead of the information given by themselves. This has led to the Syrian government trying to switch the Internet off and punishing citizen journalists who are caught broadcasting non 'authorised' information. This is significant to audiences who use the internet as people can now have a different perspective as to what is really happening in different countries around the world through social networking and citizen journalism. The Guardian has now created a Citizen Journalism section for people to publish their own news (free creativity).

In conclusion I believe that the impact of the Internet has had a massive impact on the way audiences can produce or read things through the music and news industries. Through the theories of the The Long Tail, Wikinomics and Citizen Journalism audiences can now have a different perspective on how music and news is produced and audiences can now officially have their

own say. This has become more available as the Internet has grown and will increase even more in the near future.

This answer focuses upon the change in ways of purchasing music through reference to a niche example to illustrate the long tail theory, then expands upon wikinomics with some discussion of the ways in which creative might reach an audience through online presence. Both these ideas are discussed quite well, with concrete examples. The example of changes brought about to news is a bit vaguer (an unnamed reporter), though it does lead into the section on Citizen Journalism. The conclusion draws upon the points made to bring them together. All elements are worthy of solid level 3, but it would undoubtedly be improved by more specific and apposite examples, plus a bit of contrast, as it does seem to be a bit of a 'one-sided' answer.

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