



General Certificate of Secondary Education  
June 2011

## Media Studies

**48101/PM**

**Unit 1** Investigating the Media  
**Topic** Action Adventure Films

## Preliminary Material

**To be opened and issued to candidates on or after Monday 16 May 2011. No formal teaching can take place after this date.**

### Notes to Candidates

- The following brief has been issued to help you prepare for the examination in **Unit 1 Investigating the Media**.
- You are advised to read it carefully and use it to guide your preparation.
- The preliminary material takes the form of a brief. In the examination you will be expected to respond in role to this brief.
- You will need to use the knowledge and understanding you have gained of Action Adventure Films.

### Guidance for the examination

- You should take into the examination coloured pencils, fine liners and a ruler and use these where appropriate.
- You should make sketches and diagrams to help develop your answers where appropriate.
- You are not allowed to take this copy of the brief or any notes with you into the examination.
- A clean copy of this brief will be included with the examination paper.

You have just clicked onto the link below.



The following web pages are then displayed:



**Global Blockbuster Productions**

## ***Win an all expenses paid trip to Hollywood!!***

### **Enter our exciting new competition**

We are looking for ideas for a new Action Adventure film which will appeal globally to family audiences. It is important to us that this high budget film is a box office success in different countries across the globe.

We want a film which has a strong narrative with an engaging storyline. We want to avoid relying too heavily on computer generated special effects to create excitement. Instead, we want believable and realistic characters which audiences across the globe will engage with.

For the film to have universal appeal we need more than just courageous characters. You need to think carefully about the locations and settings that will be used. It is up to you to decide on its title and synopsis.

We are planning for a release to coincide with the school holidays when families have an opportunity to spend some time together. Your remit is to come up with a pitch that meets our challenge.

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**Global  
Blockbuster  
Productions**

## ***Win an all expenses paid trip to Hollywood!***

### **Start creating today!**

All successful Action Adventure films need effective marketing campaigns. So we want your suggestions about how to promote the film to our target audiences. The focus will be through television.

You have four weeks in which to prepare and then you will be asked to complete four tasks.

Remember to:

- keep your responses short and focused
- use diagrams and illustrations where appropriate
- provide examples where you can to support your ideas.

The lucky competition winner will be invited to our studios in Hollywood to see the film being made.

Good luck! We look forward to receiving your entry.

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### Glossary

|                           |                                                                                                  |
|---------------------------|--------------------------------------------------------------------------------------------------|
| <b>Box office success</b> | A film which makes a lot of money from people paying to see it.                                  |
| <b>Marketing campaign</b> | A way of creating publicity for a new film using a variety of promotion and advertising methods. |
| <b>Narrative</b>          | The story – a sequence of events.                                                                |
| <b>Pitch</b>              | A persuasive set of ideas for a film.                                                            |
| <b>Remit</b>              | A task or challenge to undertake.                                                                |
| <b>Synopsis</b>           | A summary of the story and key features of a film.                                               |