



General Certificate of Secondary Education
June 2013

Media Studies

48101/PM

Unit 1 Investigating the Media
Topic The Music Press: Print and Online

Preliminary Material

To be opened and issued to candidates on or after Tuesday 7 May 2013. After this date the teacher may advise the candidate but formal teaching should cease.

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.
- In the examination you will be asked to complete four tasks.

Guidance for the examination

- You will need to use the knowledge and understanding you have gained of **The Music Press: Print and Online**.
- You should take coloured pencils, fine liners and a ruler into the examination and use these where appropriate.
- You may make sketches and diagrams to help develop your answers where appropriate.
- You are **not** allowed to take this copy of the Preliminary Material or any notes with you into the examination.
- A new copy of this Preliminary Material will be included with the examination paper.

You have seen the following tweet on your timeline. It has been retweeted by one of your favourite music artistes:



Revolution@revolutionarypublishing

CALLING ALL MUSIC LOVERS!! Get involved in the launch of **RHYMIX**, our new online music magazine #musicrevolution #Rhymix bit.ly/vyza6

You have clicked on the link and the following page is then displayed.

Join the **RHYMIX** Revolution

Revolutionary Publishing is excited to announce the launch of our online magazine — **RHYMIX**. From metal to the latest boy bands, **RHYMIX** will cover the whole spectrum of popular music. We are offering fans who are passionate about music a unique chance to contribute to our new venture.

We intend to produce something different. Firstly we don't want our online magazine to become just another promotional tool for the music industry. Instead our aim is to provide independent and informed comment on all that is trending in the music scene. Secondly we are interested in uncovering creative talent from all over the country and aim to support new bands/artistes whose talent and creativity deserve recognition.

If you are interested in joining us, you will need to continue your research into the music press, both print and online. We then want you to select a music genre and develop ideas for the content and design of an updateable page for our online magazine. We would also like to receive your views on our decision to publish online.

It is also really important that we create opportunities for fans to connect with bands/artistes. We welcome suggestions from you on how we can do this.

To get involved you will need to complete four tasks. Remember it is up to you what music genre you select, but you will need to show us your ideas for both the content and the design of an updateable page for our online magazine.

We need your ideas by 6 June 2013. Bear in mind we are busy people, so:

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

Glossary

Retweet	To repost a message from another Twitter user.
Social media	Online providers that allow users to share content, to post comments and to network with other users.
Timeline	A Twitter term used to describe a collection of tweets listed in the order they have been received.
Trending	All that is trending - topics that fans are getting excited about.
Tweet	A short message which has been posted on Twitter.
Twitter	An online social networking provider.
Updateable page	A web page that has content which can be changed regularly.

There is no text printed on this page

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Page 2 Logo © Thinkstock

Copyright © 2013 AQA and its licensors. All rights reserved.

G/T89043/Jun13/48101/PM