Cambridge **TECHNICALS LEVEL 3**

DIGITAL MEDIA

Cambridge TECHNICALS 2016

Unit 1 – Media products and audiences
RESOURCE LINKS

Version 1

CONTENTS

INTRODUCTION

Resource Links is an e-resource, provided by OCR, for teachers of Cambridge Technicals. It provides descriptions of, and links to, a variety of teaching and learning resources that you may find helpful.

Where appropriate, we have mapped the resources to this OCR unit/learning outcomes (LOs) and provided information about their cost and format.

If you know of other resources you would like to see included here, or discover broken links, please let us know. We would also like to hear from you if have any feedback about your use of these, or other, OCR resources. Please contact us at resources.feedback@ocr.org.uk

To find out more about this qualification, go to: http://www.ocr.org.uk/qualifications/cambridge-technicals-digital-media-certificate-extended-certificate-foundation-diploma-diploma-05843-05846-2016-suite

2016 Suite

Cambridge
TECHNICALS
2016

- **New suite for first teaching September 2016**
- **Externally assessed content**
- **Eligible for Key Stage 5 performance points from 2018**
- **Designed to meet the DfE technical guidance**

TYPES OF RESOURCE

OCR Produced Resources
These are resources devised and produced directly by the Resources Development Team at OCR.

Publisher Partner Resources
For many subjects OCR works with a publisher partner to ensure that good quality resources such as textbooks are available for first teaching.

Whilst the publisher partner has access to our subject experts and we quality check and endorse these resources they are produced by, and remain the property of, the publisher partner. There is no financial link between OCR and its publisher partners and we do not pay for the development of, or receive any royalties from, these resources.

Endorsed Resources
These resources were produced entirely independently of OCR, but we have quality checked them for their suitability as a resource to support our qualifications.

Other Resources
Unless specifically stated these resources are completely independently produced and are not endorsed by OCR. We have looked at them though, and we think they could be useful in supporting our specifications.

We leave it to you, as a professional educator, to decide if any of these resources are right for you and your students, and how best to use them.

LINKS

***Critical Media Studies: An Introduction* by Brian L. Ott and Robert L. Mack**

Provides explanations and examples to support understanding of key terms to do with ownership and structures.

Supports: LO1

Cost: £29.99 for paperback from the publisher, but available as an e-book.

Format: Book

http://eu.wiley.com/WileyCDA/WileyTitle/productCd-1118553977.html

Piktochart

Online infographic maker that could be useful for presentations.

Supports: LO1, LO5

Cost: Free

Format: Web page

http://piktochart.com/

Prospects

A careers web page that features information on job roles in a range of different industries, work experience opportunities and careers advice.

Supports: LO1

Cost: Free

Format: Web page

http://www.prospects.ac.uk/

Prezi

Online presentation creator, where learners can create interactive presentations.

Supports: LO1

Cost: Free

Format: Web page

http://prezi.com

Televisual

Breakdown of the top 100 independent production companies in the UK.

Supports: LO1

Cost: Free

Format: Web page

http://www.televisual.com/blog-detail/The-UKs-top-100-TV-production-companies_bid-380.html

Inside the BBC

Article that explains the remit of the BBC.

Supports: LO1

Cost: Free

Format: Web page

http://www.bbc.co.uk/corporate2/insidethebbc/whoweare/ataglance

Film Studies: A Global Introduction by Glyn Davis, Kay Dickinson, Lisa Patti and Amy Villarejo

Explains production, distribution and exchange stages in the film industry and has a chapter dedicated to distribution methods.

Supports: LO1, LO2

Cost: £32.99

Format: Book

https://www.routledge.com/products/9781405859189

Media Brand Marketing: The New Business Model by Bruce May

Comprehensive explanation of how to market successful brands to attract audiences. Includes a chapter on the impact of social media.

Supports: LO1

Cost: £31.25

Format: Book

http://www.lulu.com/shop/bruce-may/media-brand-marketing-the-new-business-model/paperback/product-21690405.html

IMDB

Online database for information about films.

Supports: LO2 and LO4

Cost: Free

Format: Website

http://www.imdb.com/

The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World by Jeffrey C. Ulin

Provides insights into how the nature of distribution has evolved in the audio-visual sector.

Supports: LO2

Cost: £31.99

Format: Book

https://www.routledge.com/products/9780240824239

Five must dos for successful influencer marketing campaigns

The Guardian article discussing influencer marketing and the impact of collaborations with social influencers.

Supports: LO2

Cost: Free

Format: Web page

http://www.theguardian.com/media-network/2015/sep/24/successful-influencer-marketing-campaigns

What is Technological Convergence?

Provides a comprehensive explanation of what technological convergence is, its effects on hardware, internet and the advantages and criticisms.

Supports: LO2

Cost: Free

Format: Web page

http://www.wisegeek.org/what-is-technological-convergence.htm

Convergence is the Future of Marketing

Provides a comprehensive discussion about the impact of technological convergence and marketing trends.

Supports: LO2

Cost: Free

Format: Web page

http://www.forbes.com/sites/marketshare/2012/03/01/convergence-is-the-future-of-marketing/

Semiotics explained

Useful starting point for learners in applying critical understanding of semiotics in a marketing context as real case studies for well-known brands are included on website.

Supports: LO2, LO3

Cost: Free

Format: Web page

http://www.signsalad.com/semiotics-explained/

This Means This, This Means That: A User's Guide to Semiotics by Sean Hall

Discusses how meaning is created through culture and myths. Examples are provided ranging from the arts to everyday 'signs' which learners can find useful in understanding the connection between the signifier and the signified.

Supports: LO3

Cost: £19.95

Format: Book

http://www.laurenceking.com/en/this-means-this-this-means-that-second-edition/

Textual Analysis: Magazines and Consumerism

Article on the representation of women in magazines.

Supports: LO3

Cost: Free

Format: Web page

http://www.mediasupport.org.uk/PDF/Magazine%20revision.pdf

The Archers

Links to episodes of the BBC's *The Archers* radio drama.

Supports: LO3

Cost: Free

Format: Web page

http://www.bbc.co.uk/programmes/b006qpgr

Hallam FM – Big John @ Breakfast

'Biography' of Big John @ Breakfast radio and information on the platforms that the show can be listened from.

Supports: LO3

Cost: Free

Format: Web page

http://www.hallamfm.co.uk/djs/breakfast/

Audible

Offers a range of audio books.

Supports: LO3

Cost: Free

Format: Website

http://www.audible.co.uk/

Key Concepts in Media and Communications by Paul Jones and David Holmes

Includes a chapter on Todorov's narrative stages and discusses the influence of other narrative theorists including Roland Barthes and Vladimir Propp.

Supports: LO3

Cost: £22.99 for the paperback but available in an electronic version.

Format: Book

https://uk.sagepub.com/en-gb/eur/key-concepts-in-media-and-communications/book229479

Teaching Analysis of Film Language by David Wharton and Jeremy Grant (BFI Education Series)

Introduction to filmmaking and practical and theoretical aspects of film language, editing, sound design, lighting and camerawork techniques.

Supports: LO3

Cost: £39.99

Format: Book

http://www.palgrave.com/page/detail/teaching-analysis-of-film-language-david-wharton/?isb=9780851709819

An Introduction to Genre Theory by Daniel Chandler

Provides an introduction to and examples of genre theory in regards to TV and film.

Supports: LO3

Cost: Free

Format: Web page

http://visual-memory.co.uk/daniel/Documents/intgenre/

Visual and Other Pleasures by Laura Mulvey

Explores the objectification of women in the media and society.

Supports: LO3

Cost: £22

Format: Book

http://www.palgrave.com/gb/book/9780230576469

Representation: Cultural Representations and Signifying Practices by Stuart Hall, Jessica Evans and Sean Nixon

A starting point to define representation in the media and how it is influenced by social ideologies.

Supports: LO3

Cost: £22.99

Format: Book

https://uk.sagepub.com/en-gb/eur/representation/book234567

Media Representation

A good starting point for tutors in how to teach representation to learners with a reading list included.

Supports: LO3

Cost: Free

Format: Web page

http://visual-memory.co.uk/daniel/Modules/FM34120/represent.html

Media, Gender and Identity: An Introduction

Extract from the book, explaining how representations have evolved culturally in the media.

Supports: LO3

Cost: Free

Format: Web page

http://www.theoryhead.com/gender/extract.htm

How to cite an online sound effect or song (MLA: Modern Language Association)

A tool to demonstrate to learners how to reference sound effects.

Supports: LO3

Cost: Free

Format: PDF

http://www-legacy.nhvweb.net/nhhs/mediacenter/podcasts/HOW%20TO%20CITE%20A%20SOUND%20CLIP.pdf

YouTube

Video sharing website to access a range of audio-visual products.

Supports: LO4

Cost: Free

Format: Website

https://www.youtube.com/

Bauer Media

Page with links to PDFs and PowerPoints of media packs for print publications.

Supports: LO4

Cost: Free

Format: Web page

http://www.bauermedia.co.uk/downloads

Publishers Audience Measurement Company (PAMCo, formerly NRS).

Quantitative and qualitative data collated by PAMCo for a range of print publications.

Supports: LO4

Cost: Free

Format: Website

https://pamco.co.uk

RAJAR (Radio Joint Audience Research)

Quantitative and qualitative data collated by RAJAR for the UK radio industry.

Supports: LO4

Cost: Free

Format: Website

http://www.rajar.co.uk/

BARB (Broadcasters' Audience Research Board)

Conducts audience research and TV ratings.

Supports: LO4

Cost: Free

Format: Website

http://www.barb.co.uk/

Hollyoaks - The Revelation - Part 1

Hollyoaks soap opera episode which features the revelation of John Paul and Craig's affair and Craig's bisexuality.

Supports: LO4

Cost: Free

Format: Video

https://www.youtube.com/watch?v=KQ8-AkB_w70

Hollyoaks: 09.02.07

Hollyoaks soap opera episode which features the aftermath of John Paul and Craig's kiss.

Supports: LO4

Cost: Free

Format: Video

https://www.youtube.com/watch?v=MNdPkTU_F-c

4 Viewers

Channel 4's help and support page with information on how to deal with a range of issues covered in Channel 4 programmes.

Supports: LO4

Cost: Free

Format: Web page

http://www.channel4.com/4viewers/help-support

Hollyoaks Help & Support

Links to issues covered in specific episodes and helplines for national organisations.

Supports: LO4

Cost: Free

Format: Web page

http://www.channel4.com/4viewers/help-support/hollyoaks-help-support

SurveyMonkey

Online questionnaire generator.

Supports: LO5

Cost: Free

Format: Website

www.surveymonkey.com/

Marvel Facebook page

Audience feedback on the Marvel franchise.

Supports: LO5

Cost: Free (facebook registration required to access the page)

Format: Web page

https://www.facebook.com/Marvel/

Marvel Instagram page

Audience feedback on the Marvel franchise.

Supports: LO5

Cost: Free

Format: Web page

https://instagram.com/marvel/

Marvel Twitter page

Audience feedback on the Marvel franchise.

Supports: LO5

Cost: Free

Format: Web page

https://twitter.com/Marvel?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

Rotten Tomatoes

Film review website where audiences can review and comment on films.

Supports: LO5

Cost: Free

Format: Website

www.rottentomatoes.com/

Marvel Survey Asks Captain America Viewers About Iron Man 4 Interest

Article about the questionnaire that was given to audience members by Marvel representatives after the viewing of *Captain America: The Winter Soldier* to gain interest for *Iron Man 4*.

Supports: LO5

Cost: Free

Format: Web page

http://www.ibtimes.co.uk/marvel-survey-asks-captain-america-viewers-about-iron-man-4-interest-1444408

E20: The future of EastEnders

The Guardian article including a backstory of the series, why it was developed and audience feedback on the series.

Supports: LO5

Cost: Free

Format: Web page

http://www.theguardian.com/tv-and-radio/tvandradioblog/2010/feb/19/e20-eastenders-web-spinoff

E20 facebook page

Audience feedback on current storylines.

Supports: LO5

Cost: Free (facebook registration required to access the page)

Format: Web page

https://www.facebook.com/pages/BBC-EastEnders-E20/195063842004

E20 home page

Information on the development of the series and links to episodes.

Supports: LO5

Cost: Free

Format: Web page

http://www.bbc.co.uk/eastenders/e20/about/

PAMCo Latest Results

The PAMCo website has examples of infographics for research conducted based on audience demographics and different types of print publications.

Supports: LO5

Cost: Free

Format: Web page

https://pamco.co.uk

Active Audience / Reception Theory

Examples from popular texts to help learners have a better understanding of media effects debates; also includes theoretical references.

Supports: LO6

Cost: Free

Format: Web page

https://storify.com/Mike_OD42/active-audience-reception-theory

BBFC (British Board of Film Classification)

Classifies cinema films for UK release.

Supports: LO6

Cost: Free

Format: Website

www.bbfc.co.uk

Ofcom

Regulator of TV and radio content.

Supports: LO6

Cost: Free

Format: Website

http://www.ofcom.org.uk/

Total ban for junk food ads around kids' shows

The Guardian article with information on the new regulations for advertisers targeting a younger audience.

Supports: LO6

Cost: Free

Format: Web page

http://www.theguardian.com/society/2006/nov/17/health.food

The Ofcom Broadcasting Code

Ofcom's broadcasting code.

Supports: LO6

Cost: Free

Format: Web page

http://stakeholders.ofcom.org.uk/broadcasting/broadcast-codes/broadcast-code/

Ofcom: Investigations List

Information on the latest investigations of broadcasters based on audience complaints.

Supports: LO6

Cost: Free

Format: Web page

http://stakeholders.ofcom.org.uk/enforcement/investigations/

Gov.uk: Intellectual property: Copyright

Useful information on copyright and intellectual property.

Supports: LO6

Cost: Free

Format: Web page

https://www.gov.uk/topic/intellectual-property/copyright