



**ACTION BASED ACTIVITIES**

**TOPIC N4.3 CELEBRITIES**

**THEME N4 LEISURE**



**APPLICATION OF NUMBER**

**LEVELS 1 & 2**

**ISSUED SEPTEMBER 2005**

# INSTRUCTIONS

## WHAT DO I DO?

Use this Theme Template to help you:

- plan an Action-based Activity on the theme of Leisure
- carry out an investigation into the subject
- produce evidence needed for your portfolio.

**NOTE:** Use this booklet WITH your Learner's Planner and Guide.

## WHAT IS ASSESSED?

*Leisure* is one of six themes you can choose for your Action-based Activity/portfolio work. It includes topics such as:

N4.1 Arranging a Trip

N4.2 Keeping Fit and Healthy

N4.3 CELEBRITIES

APPLICATION OF NUMBER

TOPIC N4.3 CELEBRITIES

### TOPIC N4.3 CELEBRITIES

Celebrities have always influenced others but perhaps never more so than today. This template will take you step by step from getting started, to writing and checking your final pieces of work. Each step follows Part Two of your *Learner's Planner & Guide*, so read it alongside this Theme Template.



It's a good idea to follow this advice.



You must do this to get the qualification.



**STEP  
A**



### CHOOSING A TOPIC

One of the best ways to start thinking about a subject is to *mindmap*. You can find how to do this on page 5 of the *Learner's Planner & Guide*.

#### TASK 1

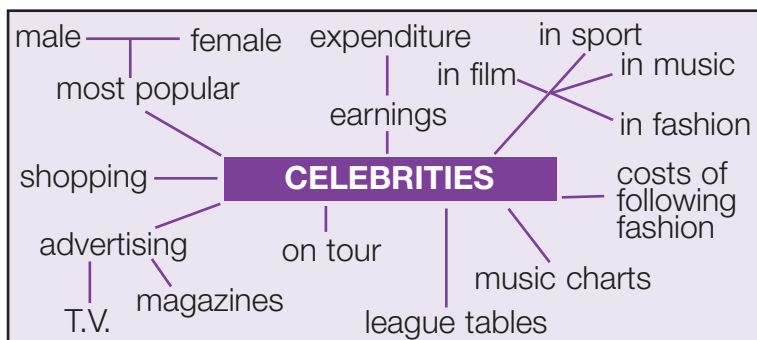
Allow about  
20 minutes

On your own, or with a colleague, think about and talk about "Celebrities" and aspects of it you might like to study.

Work together to make a **mindmap** of the subject. You may want to think about:

- what celebrities you find attractive and why
- how celebrities are used in advertising
- the amount they earn and who pays for it
- the costs of being a celebrity
- the most popular celebrities this year
- shopping and celebrity-related goods
- promoting a celebrity

**PORTFOLIO EVIDENCE** – You could copy and add to the unfinished example below. This could then go into your portfolio as evidence that you have thought about your chosen subject.



**ESSENTIAL SKILLS**  
**ACTION BASED ACTIVITIES**



*Continued*

**TASK 2**  
Allow about  
15 minutes

When you have made your mindmap, focus in on one or two ideas that:

- interest you
- will be easy to research and get information about (talk to your tutor if you are unsure).

Write these ideas down and then try to turn them into **QUESTIONS**. This will help when you write up your conclusions later. The examples in the box may help you do this.



Topic : Celebrities	
Original Idea	Question
<b>On tour</b>	What is involves in taking a pop star on a nationwide tour?
<b>The rise to fame</b>	How does a footballer get to be an international celebrity?
<b>The Press</b>	Can the Press really make or break celebrities?

**TASK 3**  
Allow about  
10 minutes

In your portfolio, write down your chosen title/question.

Check with your tutor that it is okay. (Remember, you can always change it later if necessary.)

**TASK 4**  
Allow about  
30 minutes

**PLAN** – It’s a good idea next to draw up a plan of action. Make a table and on it write down what you intend to do and when you will do it by. Highlight key dates and deadlines (e.g. when you are giving a talk or having a discussion).



**APPLICATION OF NUMBER**  
**TOPIC N4.3 CELEBRITIES**

**STEP  
B**



### CHOOSING & INTERPRETING INFORMATION

Interpreting information from suitable sources is an essential part of the qualification and you must be able to show that you have collected, read and extracted information from **DIFFERENT** sources.

There are lots of ways of finding information such as:

- books and other resources in the library
- newspapers and specialist magazines
- using the Internet
- chat shows on television
- visiting local places of entertainment
- talking with people

#### TASK 5

Allow about  
2-3 hours

Look for suitable documents to read. Remember:

- at **both levels 1 and 2** you must use **TWO** different sources of information.
- overall **at level 1** at least one source must include a table, chart, graph or diagram
- **at level 2** at least one source must include material containing a chart or a graph.

You will need to make careful notes as you work.

Put these in your portfolio (see also pages 8 and 9 in the *Learner's Planner & Guide*).



#### Topic: "On Tour: what is involved?"

**Title of document:** "Pop idol on tour – the vital statistics"

**Date:** 5 August 2003

**Author:** Anna Carter

**Website:**

[http://www.acarters.com/entertain/story/AC\\_145rd.html](http://www.acarters.com/entertain/story/AC_145rd.html)

#### Main points in the report:

1. 49 venues throughout the UK in an 8 week tour means a lot of miles.
2. As well as the star and the backing group a total of 37 other people need to be provided with food and accommodation.
3. Transport is a major consideration, not just for the musicians and crew but for the many tons of staging and lighting.
4. The tour is already a sell-out in some venues; venues have capacities ranging from 4,000 to 50,000 – a lot of people!

**Summary:** In your own words, write up what you have read.

**This is a major piece of evidence.**



**ASSESSMENT** Your tutor will assess that:

- you have chosen the information you need
- you have obtained the information needed
- you have identified the best methods to get the results you need.

Remember to label sources clearly.



**CARRY OUT AND CHECK CALCULATIONS**

Carrying out and checking calculations is an essential part of the qualification. At each level you are required to carry out calculations to do with:

a. amounts/sizes	3	3
b. scales/proportion	3	3
c. handling statistics.	3	3
d. using formulae		3

It may be difficult to cover all the required calculations for this topic (See *Learner's Planner & Guide*, page 10).

**TASK 6**  
Allow about  
1 hour

- 1. Carry out calculations.** You will need to:
- pick out the data/information you think will be useful
  - decide on the calculations you need to find the results you want
  - show calculation methods clearly
  - check calculations and correct any errors

**At Level 2** calculations must involve two or more steps

Talk this over with your tutor if you are at all unsure. A few ideas are given below.



**CARRYING OUT AND CHECKING CALCULATIONS**  
**Examples – Carrying out and checking calculations**

**At level 1:**

- you might use information collected first hand as the basis of calculations (eg carrying out a survey among your friends and acquaintances to see who is the most popular celebrity.). You might carry out calculations using data from a secondary source such as the Anna Carter report referred to in task 5, containing tables, charts, diagrams or line graphs.

**At level 2:**

- your calculations will be more complex, perhaps comparing two sets of data on a similar subject.



- ASSESSMENT** Your tutor will assess:
- how well you carried out your calculations (including your working)
  - that you checked your methods
  - that you spotted and corrected any errors
  - that your results make sense.

**STEP  
D**



### INTERPRETING RESULTS & PRESENTING FINDINGS

Having collected, sorted, extracted data and carried out calculations based on them, you are now ready to interpret your findings.

#### TASK 7

Allow about  
3 hours

1. Go through all the information you have collected and sort it out carefully. Keep only relevant information and make sure EVERYTHING is properly labelled.
2. Now sift through again and, on notepaper, write down your main findings and conclusions. Remember, your first question (Task1)? Can you now answer your question?
3. Think how you will present your information.

#### Remember:

- At level 1 you have to present it in **two** different ways using charts or diagrams
- At level 2 you need to present it in **two** different ways using graphs, charts or diagrams.

Other points to consider:

- Which graphs, charts or diagrams will you use to present you findings?
- How do the results of your calculations relate to the purpose of the action-based activity?

(See Learner's Planner and Guide page 12)

#### TASK 8

Allow about  
3 hours



At this stage you will be required to present your findings to a tutor or supervisor. Before you hand your work in, check that:

- you have covered all requirements intended
- that each section has suitable headings/labelling
- that diagrams, charts, maps etc are properly labelled
- pages are numbered
- there is a contents page.

**N.B. There is a checklist on page 14 of the Learner's Planner and Guide**



It is a good idea to produce a draft plan/outline of what you will include in your final presentation. An example is given on the next page.

STEP  
D



**INTERPRETING RESULTS & PRESENTING FINDINGS**  
*continued*

**EXAMPLE OF A DRAFT PRESENTATION PLAN**

**Topic: How to keep a celebrity at the top**

1. I will present my work as a **short report** (computer typed and to include graphs, tables etc) with the sections below.
2. **Introduction** – I will include what I wanted to find out and why the subject interests me.
3. **Method** – a short section saying how I set about collecting data/information e.g. interviewed 20 people to find out their favourite celebrity; found out results of similar surveys from the Internet and compared.
4. **Calculations and Interpretation** – I will include how I extracted information from the data collected; how I worked out averages; analysis of results of interviews with people.
5. **Presentation** – I will use written information and diagrams – mainly tables, graphs and pie charts.
6. **Appendices** – to include some photocopied data from the Internet and magazines and newspapers, plus a copy of questionnaire used to interview people.

I must remember to number pages and add a Contents page.



**ASSESSMENT** Your tutor will assess your work as follows:

**At level 1** you will be assessed on:

- how you have interpreted the results of calculations
- suitable choice of chart or diagram with appropriate labels and correct use of units
- how you have explained what the chart or diagrams show.

Additionally **at level 2** you will be expected to:

- describe the methods you have used
- explain the results of calculations in terms of how they meet the purpose of your chosen Activity.



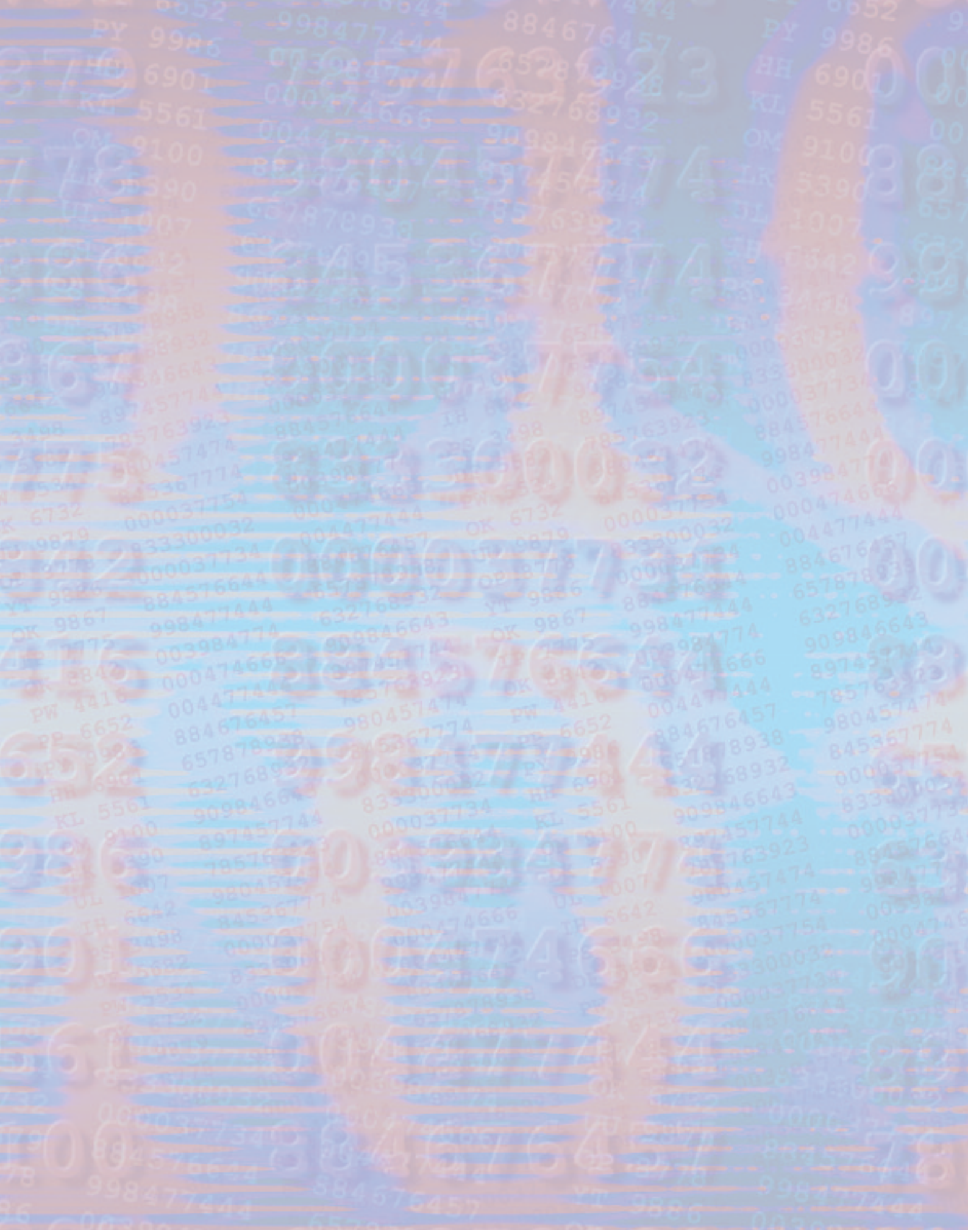
## **CELEBRITIES**

### **MORE ACTION-BASED ACTIVITY IDEAS**

1. Carry out a survey using The Rich List (Britain's 100 richest people) to find out who on the list people would most like to be.
2. Chart a famous sports star's rise to fame – times with clubs, goals averages, transfer fees etc.
3. Work out the finances of a pop concert in a huge venue – numbers in audience x ticket price etc.
4. Take a favourite pop star and look at their career – concerts, TV appearances, record sales, sales of promotional goods etc.
5. Look at the amount of Press coverage of celebrities in a newspaper today and compare it with similar coverage in a newspaper 25 and 50 years ago.
6. Carry out a survey among your friends and find out how much they think they might spend following the fashions set by their favourite celebrities.
7. Research the life-style of a celebrity of your choice and estimate how much they must spend on such things as houses, cars, clothes, protection, publicity.







PUBLISHED BY NORTHERN IRELAND COUNCIL FOR CURRICULUM, EXAMINATIONS AND ASSESSMENT



COUNCIL FOR THE CURRICULUM EXAMINATIONS AND ASSESSMENT  
☎ +44 (0)28 9026 1200 ☎ +44 (0)28 9026 1234 ☎ +44 (0)28 9024 2063

29 Clarendon Road, Clarendon Dock, Belfast BT1 3BG  
✉ info@ccea.org.uk 🌐 www.ccea.org.uk

