

**ACTION-BASED ACTIVITIES**

# **TOPIC C4.1 : TELEVISION**

**THEME C4 LEISURE**



**COMMUNICATION  
LEVELS 1 & 2**

**ISSUED SEPTEMBER 2005**

# INSTRUCTIONS

## WHAT DO I DO?

Use this booklet to help you:

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

**NOTE:** Use this booklet WITH the 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:

**C4.1 TELEVISION**

**C4.2 Driving**

**C4.3 Holidays**

**COMMUNICATION**

**TOPIC C4.1 : TELEVISION**

### TOPIC C4.1 TELEVISION

**Television** is one of the most powerful influences in our lives today and it is a huge topic. If you want to study it for your Action-based work you will need to narrow it down. This guide will take you step by step from how to get started to writing and checking your final piece of work. Each step follows Part Two of your *Learner's Planner & Guide*, so read it alongside this booklet.



It's a good idea to follow this advice.



You must do this to get the qualification.



**STEP A**



### CHOOSING A TOPIC

Think about the topic "**Television**" and things about it that you might like to study. Don't rush or you may miss something. One of the best ways to start is to *mindmap*.

### TASK 1

### GETTING STARTED MAKING A MINDMAP

Allow about 20 minutes

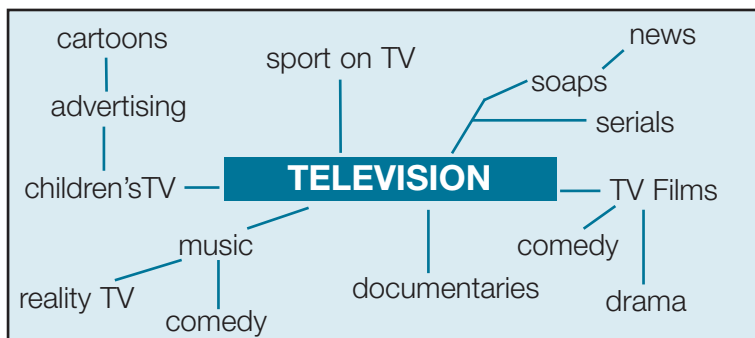
On your own, or with a colleague, think about and talk about "**Television**" and aspects of it you might like to study.

Work together to make a **mindmap** of the subject. You can find how to do this on page 5 of the *Learner's Planner & Guide*.

You may want to think about:

- Different channels on TV/Cable and Digital
- How TV started
- Politics and bias on TV
- Censorship on TV
- Sex and Violence on TV
- TV Stars and Personalities
- Reality TV.

**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 FRAMING A QUESTION**

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 : Television**

Original Idea	Question
<b>Influence of TV on our lives</b>	Has TV turned us into a nation of "couch potatoes"?
<b>Children and TV</b>	Are children influenced for better or for worse by TV?
<b>TV advertising</b>	Is there too much advertising on TV?
<b>Reality TV programmes</b>	What makes reality television so popular?

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 3 LOCATING RELEVANT INFORMATION**

Allow about 10 minutes

Your next task is to locate relevant information for your portfolio. Check with your tutor that:

- there is enough information
- it is easily located
- it is of the right standard

**TASK 4 ACTION PLANNING**

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).

**COMMUNICATION**  
**TOPIC C4.1 : TELEVISION**

**STEP  
B**



### READING TO OBTAIN INFORMATION

Reading and obtaining information are an essential part of the qualification and you must be able to show that you have collected, read and extracted information for **DIFFERENT** sorts of documents.

There are lots of ways of finding information on this subject such as:

- books on television and the media in the library
- magazines and newspapers
- using the Internet
- from television itself
- carrying out a survey – e.g. most popular programmes

#### TASK 5 READING AND FINDING OUT (to answer your question)

Allow about  
1½ hours

Look for suitable documents to read. If you are studying for **level 2** communication skills they will need to be more than 500 words long.

#### TASK 6 RECORDING INFORMATION

Allow about  
1½ hours

**READ and MAKE NOTES** from all documents that you think are helpful and relevant (the box below shows you how to write your notes).



**Topic: “Should TV advertising be controlled?”**

**Title of article read:** *“Children and Advertising”*  
**Date:** *14 November 2004*  
**Author:** *Kim Oldman*  
**Website:** *ITC Website: Complaints Reports*  
**Length of report:** *634 words*

**Main points in the report:**

1. An advertisement for beer showed a bungee jumper’s head being bitten off by a crocodile.
2. Many complainants said children were upset by it.
3. The advertisement was thought humorous.
4. Complaints were not upheld, especially as the advertisement was shown during Jurassic Park.

**Summary:** Write up your notes in your own words.  
**This is your main piece of evidence.**



**ASSESSMENT** Your tutor will assess that:

- the notes you have made are relevant
- you have clearly identified key points
- you understand what you have read.

**STEP  
C**



**DISCUSSIONS**

Taking part in discussions is an essential part of the qualification. For **LEVEL 1** you can take part in a one-to-one **OR** a group discussion. At **LEVEL 2**, it must be a group discussion. A discussion can be on any topic from the six Themes (See *Learner's Planner & Guide*, page 10).

Your **tutor** will need to observe and assess how well you do.

**TASK 7**

**TAKING PART IN DISCUSSIONS ABOUT YOUR TOPIC**

Allow about  
1 hour

1. **Invite** colleagues to join you in a discussion about your chosen topic and fix a time and date when you will meet. Make sure your tutor is also able to be there if you want to be assessed.
2. **Plan** and practise for the discussion so you are properly prepared (see the box below).



**PLANNING AND TAKING PART IN DISCUSSIONS**

1. Think about what you will talk about – it's no good just having a chat! The discussion must be focussed on the subject.
2. Decide on a subject and a question to discuss e.g. *"Greece has banned all toy adverts on TV? Is this something we should do in Northern Ireland?"*
3. Agree a time and place for the discussion.
4. Set aside 15–20 minutes for the meeting.
5. Make sure your tutor is there to assess it.



**ASSESSMENT** Your tutor will assess you on:

- speaking clearly
- keeping to the point
- giving relevant information
- listening to others
- using positive body language
- keeping the discussion going.

**STEP  
D**



### GIVING A TALK (Level 2 only)

At level 2 you must give a short talk to an audience (see your *Learner's Planner & Guide*, page 21 for detailed tips on how to give a good talk).



Although there are no hard and fast rules, a talk will normally follow the format given in the box below (in this case on the topic of "The growing popularity of reality TV")

It is a good idea to prepare prompt cards and material (e.g. pictures, PowerPoint etc) to illustrate your talk.



1. Think up a **title** e.g. **"The Rise of Reality TV"**
2. **Introduction** – *"My talk is about Big Brother. I will cover: How and why it has become so popular across the world. How real these programmes are. What happens to the lives of the people afterwards?"*
3. **Main section** – take each of the points in 2 and expand them.
4. **Conclusion** – *"So, I hope I have been able to show that Reality TV is ..."*
5. **Questions** – *"Are there any questions or observations you would like to make?"*

### TASK 8

Allow about  
2 hours

### GIVING A TALK OF AT LEAST 4 MINUTES ABOUT YOUR TOPIC

**Note: This task is only relevant if you are doing level 2.**

Plan and prepare for your talk. Make sure the time and date is fixed and that your tutor can be there to assess it. Practise at home – it really does help!



**ASSESSMENT** Your tutor will assess you on:

- speaking and making your case clearly
- keeping to the point
- giving relevant information
- being well organised
- using positive body language
- answering questions clearly.

**STEP  
E**



**PLANNING AND WRITING DOCUMENTS**

Your portfolio must contain at least two different written or word-processed documents (see pages 12–13 in your *Learner’s Planner & Guide*). At level 2, one of them must be over 500 words long.

**TASK 9**

Allow about  
2 hours

**PLANNING AND WRITING ONE TYPE OF DOCUMENT ON YOUR CHOSEN TOPIC**

1. Check what you already have in your portfolio. You should have notes of documents you have read and information gathered. You may find that you have already written a letter or short report which you can use as evidence of writing!
2. Decide on **one** type of document you will produce. For example, you might include a report of a survey you have carried out on viewing habits for one week, or a letter you wrote to the local paper complaining about a particular programme you have watched.



**EXAMPLES OF DOCUMENTS YOU MIGHT WRITE ON ‘TELEVISION’**

**Short documents:**

- a letter or email telling someone about a TV series you have been watching
- a leaflet on your ten favourite TV programmes
- a short report on TV advertising during peak viewing times.

**Longer documents:**

- an article on the poor quality of Saturday night television
- a full report on a survey you carried out on TV programming
- a wall display on TV comedy over the years.

3. Start **WRITING** one type of document on your chosen topic. You are strongly advised to use a computer to do this as this will:
  - enable you to redraft work quickly and easily
  - make your work look more professional
  - make spell checking easy
  - provide opportunities to include images, tables, charts, graphs etc. – you **MUST** include an **image**.
4. **PROOF READ** your work carefully.

# ESSENTIAL SKILLS

## ACTION BASED ACTIVITIES



**ASSESSMENT** Your tutor will assess your work for:

- its relevance – sticking to the point
- its structure – it must be organised
- its style – easy to read and suited to the job

### **TASK 10** PLANNING AND WRITING A DIFFERENT TYPE OF DOCUMENT ON YOUR CHOSEN TOPIC

Allow about  
2 hours

Repeat Task 9 for a different type of document on your chosen topic.



### **COMPILING THE FINAL PORTFOLIO**

### **TASK 11** THE FINAL PORTFOLIO OF EVIDENCE

Gather together all your work and select from it the evidence needed to meet the requirements of the qualification.

(Your tutor will help you with this task).



## TELEVISION MORE ACTION-BASED ACTIVITY IDEAS

1. Carry out a survey to find out the television programmes people most like to watch.
2. Carry out an investigation into the effect of television on small children's behaviour.
3. Interview people to find out which TV channel they like best and why.
4. Research a particular type of TV programme that you like best and produce a report.
5. Plan and organise a programme of videos for a family for an evening.
6. Research the development of television from when it was invented to the present day.
7. Investigate career possibilities in television and report.
8. Video twenty different TV advertisements and then invite people to see them. Record the impact each one has on the viewers.
9. Investigate television in another country and compare with Northern Ireland.
10. Investigate how much TV people watch each week and report.
11. Observe young children watching television and record your findings. Read up about the effect of TV on children and compare with your own findings.
12. Choose 5 very popular programmes and through analysis and interviewing people, report on what makes the programmes so popular.
13. Investigate the life of a famous figure in television and the reasons for her/his success.
14. Research, analyse and compare 5 different soaps.





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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

