

## Preparing for your Media Studies PPE

### What you need to research

- Conventions of Serial TV dramas including narratives, genres, precincts, characters etc.
- Institutions: Broadcasters and streaming services – the similarities and differences, the ways that TV dramas are funded
- Audiences: including audience theories, facts and figures about viewing – age ratings
- Representations of different groups of people

### What you need to plan

#### Your own serial TV drama

- It MUST have:
  - A title
  - A genre
  - A pitch
  - A synopsis/narrative
  - Characters
  - Setting
- You also need to know HOW you would MARKET your serial TV drama
  - What is its unique selling point
  - Which channel would it be on
  - Who is the audience?
  - How are you going to appeal to them?
- You have an idea of what the TRAILER, a WEBSITE or an APP might look like which would help promote the serial TV drama.

### How you HAVE to answer

- You are to answer IN ROLE, this means as if you ARE a TV producer/writer pitching YOUR idea to a TV commissioner who might buy it.
- Your job is to persuade the examiner of your knowledge and understanding of serial TV dramas and explain how your idea fits well with this.
- You also want to WOW them with your imagination and creativity.

#### Useful sites:

- <http://www.barb.co.uk/>
- <http://www.bbc.co.uk/commissioning/tv/articles/drama>
- <https://studios.amazon.com/help/faq>
- <http://www.itv.com/commissioning/drama>

## Preparing for your Media Studies PPE

### Serial Television Drama - Planning Sheet

	Write the details	Notes and explanations
Title of your Drama		
Genre (or hybrid)		
Synopsis of the first episode		
Synopsis of the whole 4/6/12 part series		
Protagonist (main character/hero)		
Antagonist (villain / false hero)		
Helper / Donor (side kick / boss / friend)		
Settings / locations		
Other ideas		