Evaluation unit 5

For this units brief I thought that I is that I can use my knowledge from last year but gain more knowledge. What I was looking forward to was creating a radio from scratch. What concerned me was that recording the radio show because I was nervous. The initial idea we had was to create a radio show that our target audiences would like to listen to all the time. We decided that we wanted topics, music and adverts that our target audience like. What inspired the idea was BBC radio 1xtra because they are aimed at our target audience as well. I like the style of their show and how they interact with the audience. I also like how they tell jokes to each other and how they are talking to each other but they are actually talking to the target audience.

When it came to researching we researched different topics that we could include and did include in the radio show that we think that the target audience would like to listen to. We researched our target audience age range and more and what they like to listen to. We researched the trends that our target audience like. The popular news stories that they would listen to and that won’t bore them. We looked at the most popular music and music that are on the charts that the target audience listens to. The most significant research I think that I did was about the target audience and what they like to listen to. I found the questionnaire the most effective research method because I was able to see what the target audience prefers because everyone likes a different music and topics. I found that the secondary research was the least effective because even though it gave me more knowledge and understanding of the topic it didn’t tell me what the target audience likes. I think that even though we researched the different topics I think that it helped us understand what we are doing and talking about. I say that the questionnaire was more effective because it helped understand what the target audience wants to listen to. My research portfolio could be improved more by me looking at different topics that relate to that specific topic. My skills I think that I have improved by looking at the feedback from unit 4 and taking that feedback and improving this unit.

I think for our pitch I think that we could have done better even though we knew what we are talking about and who is doing what side. We also could have done better if we weren’t nervous as well. Our strengths were that we took the feedback from the last time we did a pitch and made sure that we did it. We could improve by not being nervous and to practice more so that we don’t get nervous. By practicing this will help us build our confidence so that we can present the pitch well. The feedback that I got from unit 1 and 2 is to have cue cards which I did have and it made things easier. The cue cards helped me know what I was talking about in the pitch. For this unit, I learnt more about script writing and I used the knowledge I know. I found it was enjoyable and challenging because I was able to work with a team and work alongside people that I haven’t worked with before and hear the different ideas from both team members and putting my ideas but it was also hard to make it sound like we are talking to the target audience and making not sound scripted. We made sure that we followed what the remit said and applied it and made sure that we put everything in the right place and made sure that it relates to the target audience. I used my communication skills, my writing skills and working in a team using these skills made things easier. While writing the running order and the script I had to use the writing skills so that we are spelling things correctly and making the script sound like we are talking to the target audience but not using any slang words or swear words. I have done radio production before but I have gained more knowledge and understanding of the different radio types and more. I found everything enjoyable but doing the running order it was hard because we were having to make sure that it adds up to one hour and making sure that we include everything from the remit and placing then in the right place. I think the group found most challenging is figuring out what topics we are going to talk about because we were thinking about what are the most popular topics that the target audience would like to listen to. I think the group communicated well because if we weren’t sure about anything we would get together and ask and adapt and email each other. The problems that we had was when we were doing the rehearsal we kept stopping because our script weren’t in the right order but then we noticed that it was two sided we overcame this by practicing in their own time and changing words that we didn’t know to a word that we did know and understand so that when we record we aren’t struggling to pronounce the word. I think that our idea only changed a bit because we were going to do gun a knife crime as our main social awareness but we decided to do it as our debate and metal health as our social awareness because of what our questionnaire data had. I found the recording process alright except for we kept making mistakes and stop talking so it made the file longer than we thought it was going to be. I think that I fulfilled my role by making the radio show bubbly and exciting but also putting ideas forward and engaging with the rest of the team. I think that it is reflective of the target audience because it is upbeat and music that they would like and that it is reflective of the remit.

The product that I created meets my initial idea because I had an idea of how I wanted to sound like and that we knew what the target audience like to listen to and we wanted to make it sound bubbly and engaging. I think that the product does kind of reflect the remit except for that I think that the adverts are longer than needed to be and not played at every 15 minutes. The needs of the target audience are met for example the music we chose is music that they would listen to and that is on the charts as well. The topics is topics that they would want to hear. In peer assessment, they said that my strength was my idents. I think the strength is also putting the content in the correct order. In peer feedback, they said that I should fix the volume with this I also gained knowledge of how to adjust the volume and more on crossfades. With the product that I have created I think that it does reflect the industry kind of because in the industry they follow the remit exactly but with my product as before I didn’t place it in the right place but it is the correct order that is on the running order.

I think with this unit I didn’t challenge myself as much as I could have done but I think that we could set the bar higher than we did. I could improve the product more than I did. My personal gaol that I had was to build my confidence up and work with different people in the class. I have achieved part of my personal goal which is linked to what I set out for myself which is to gain more confidence throughout the unit and I work with someone else in the class. Which I have achieved but I still feel a bit shy still but I have gained more than I had before. I have learnt about myself is that I need to work on time management. I also learnt that I like doing radio. I also learnt about myself is that I am more creative than I thought and that I am able to work in groups. I have identified gaps in my knowledge but this means that I need to go back over and learn it and make sure that I put it into practice. What I need to work on for next unit is time management so I am not rushing last minute to meet the deadline and learning new editing techniques. I want to achieve next is the editing technique and working on time management so that I can work properly within the target audience.