**BTEC Extended Certificate**

in Creative Digital Media Production

**UNIT 14: Writing for Digital Media**

**Learner’s Name: Aaron Coleman**

**Learner declaration**

I certify that the evidence submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

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**Date: 8/1/16**

# Topic A: Written Word in Digital Media

Sample One – Spectre Review (Smith 2016) #

This media product is an online review of the movie spectre. The movie is currently in cinemas at a 12A. The purpose for this is to review the movie, so people can make an informed decision to go watch it or not; it is also used to help the creators of this movie to improve in a future sequel. The creators writing style is formal, there are words that sound formal such as “buoyed” and “emboldened” which are not words people usually use, this gives it a sense of formality; this can entice the elderly who would want something formal but not boring. Also compared to the UNICEF poster its more formal as it seems the writer is enthusiastic, in the poster you can see this in the words he uses, such as “invincible” and “indefatigable” which shows the enthusiasm the writer has for the writing, while in the unconventional language, there are no such words and it is very formal. The font style is a small adobe Arabic style, the title is large and the writer has made objects that are important by making them red, this helps the viewer find it. Another font style is a large grey colour, which is the writer is finalizing his opinion using this colour and font. The review is set out strangely compared to other reviews, in that the writing is in lines down the side of the page which makes the review harder to read as you can’t keep track of where you’re supposed to read and it can get a little confusing.

Sample Two – UNICEF Poster (UNICEF n.d.)

This media product is a poster of the UN convention of the rights of a child, this is written in a child friendly language and it is used to help educate children on the rights they are entitled to. It writes in a very formal manner, not using any slang and keeping it clear so that kids can read it. It is also written very authoritative; such as when it says “children have the right to live” it’s stating a fact. Unfortunately, I don’t think they would be able to understand it and some of the topics stated are not suitable for children in my opinion, as this could cause some questions parents would not want or should not have to answer, such as when it talks about abuse you wouldn’t want your kids asking about that. Its written in a small times new roman, in a traditional fashion, and is multi-coloured, this helps it appear more interesting to kids who like different colours. It is set out with a massive title at the top and then the main information numbered going from the top to the bottom then back to the top and repeats. It also has a column on the right side with the logos of supporters and creators.

Sample Three – NHS out of hours GB service story BBC news

This is an online article for the BBC news. It is written to inform the public about the NHS out of hour’s service. It’s formal in the way it sounds and the sentences written, they are very formal as the subject is serious; one of the sentences that shows this is this as follows “he interim report into Integrated Care 24 (IC24), which runs non-emergency 111 and out-of-hours services in Norfolk and Wisbech, found deficiencies in call handling and a shortage of GPs.” This is written in a very serious manner compared to the spectre review which is a lot more light hearted and less uptight.it is written in Arial san serif with bold headers and is written in black this helps with keeping it formal. The writing is set in 1 column going across three quarters and then it turns at the end into bullet points, it also for the other quarter of the page links to other stories.

# Topic A: Production of Writen Material for Digital Media

**Research Log**

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| --- | --- | --- | --- |
| **Date** | **Source** | **Description** | **Notes** |
| 15/01/16 | website  https://www.pdsa.org.uk/taking-care-of-your-pet/kittens-and-cats/diet | What you should feed you cat | Could be used to show what food cat need to eat |
| 15/01/16 | Website  http://budgetbreakaway.co.uk/much-cost-keep-cat/ | How much a cat costs | Can be used to show people who want a cat how much it actually costs |
| 15/01/16 | Website  http://www.treehouseanimals.org/site/PageServer?pagename=programs\_trap\_neuter\_return\_feral\_cats | Can a feral cat be tamed | Can be used to show that wild cats can be tamed |
| 22/01/2016 | Website  http://www.animalplanet.com/pets/healthy-pets/most-common-cat-diseases/ | Most common feline diseases | Can be used to show diseases that all cats can get easily |
| 22/01/20 | website  http://www.peteducation.com/article.cfm?c=1+2141&aid=730 | demodex mange | Could show one of the most common abandoned feline diseases |

**Magazine article.**

New cat charity fluffy friends, is perfect.

A new charity is saving these furry friends from the cold world.

Three months ago the charity furry friends opened and since then their team has rescued and rehomed animals. Their motto ‘never leave a cat behind’ has been true to date, where there has never been a cat they know of that they can’t catch. One of the team member’s sergeants, Bryan Macaw, had this to say about the charity “This charity has saved not only the lives of hundreds of cats, but has also helped many cat hoarders to come to terms with what they have been doing. It’s a beautiful thing to be part of this charity”.

Statistics show that within the first month of the charity being active, sixty three cats were rescued and rehomed. One of them was a ginger maine coon named tiger; tiger is 3 years old and was one of six cats that were abandoned in a house in Redditch. When he was found he was severely malnourished and had demdox mange and fleas. That was in the past he is now living a brilliant life with marge and her family we asked her what it’s been like to have tiger in her house. “It’s been perfect he is the perfect cat he can be lazy, but then act like a hyperactive kitten, so my kids usually play with him and I snuggle with him at night. I could not be happier with his transformation from a scared cat that wouldn’t even come out of his carrier, to a cat who most of the time wouldn’t leave us alone it’s the best thing I’ve seen to date” Unfortunately tiger is a lucky one, there are still more cats that need help. Such as mia; mia is a young kitten who was separated from her mother, when the charity arrived. Mia and her 3 siblings were found behind an old coach and had been left hungry and scared. Unfortunately Mia’s siblings did not survive as they had contracted feline parvo. Mia is another lucky one who is now staying with Dianna Landis who said “I have to thank fluffy friends for their work, I am very sorry for her she has not had the most fantastic start especially with her brother’s deaths. I feel she will live on, but I wish she still had them here with her.” So while some are lucky, others like Mia’s sibling are not.

These two stories are just a fraction of what furry friends are doing right now. We manged to get an interview with the founder and head rescuer Joe Sislack. “When I first started fluffy friends it was just me and my son. Rescuing stray cats and getting them healthy, and then giving them to friends and family. Then I was approached by Michelle and she wanted to help and owned a small warehouse that we could use to re-shelter these animals. I used to joke that it was fate and maybe it was but since that day we’ve helped so many animals and we intend to save many more”. There it is, fluffy paws are saving cats lives around town. If you would like to help either by volunteering or donating call 01521 333 333 or visit 123 fork road California CSU 344 to volunteer and donate whatever you can thank you.

**Web page.**

Welcome to the official homepage of fluffy friends cat sanctuary.

Fluffy friends opened on 20/1/2015 and have since saved hundreds of cats and kittens and continue to do so. According to the pet abuse.com, this year there has been 19000 cases of abuse and counting that means there are 52 cases of abuse and neglect a day and this number is rising every day. Some of these cats have never even seen every day cat food and instead eat scraps from the trash as meals. Some don’t even have litter trays or water, these 3 things food, water and trays are the three basic components to owning a cat, and that every cat needs to have a happy and healthy life. This is not acceptable and these cats are the ones that need to be rescued soon before it’s too late.

Fluffy friends are doing everything we can do to help these cats, but we urgently need your help. For every 52 cases, we can only do half of them? This is because of man power and housing, food and water, which is limited on the income we have. But with your help we could save all of these cats. We are in need of some vital supplies, to make these animals happy, such as food, dishes, toys, cat trays and litter as well as volunteers and people who are willing to open up their own branches, to give us a nationwide advantage against the people who abuse and neglect these majestic creatures.

If you cannot bring supplies, then you can easily call 01521 333 333 to give donations to the cause. 100% of your donation will go directly to the shelters that help give these cats a better life. If you feel like sponsoring, you will receive gifts, such as a toy and pictures of you chosen feline. You will also receive updates on the cats health and we even have an adoption shelter were you can take a cat home and give them the love they deserves.

Thank you.

**Poster**

Fluffy friends

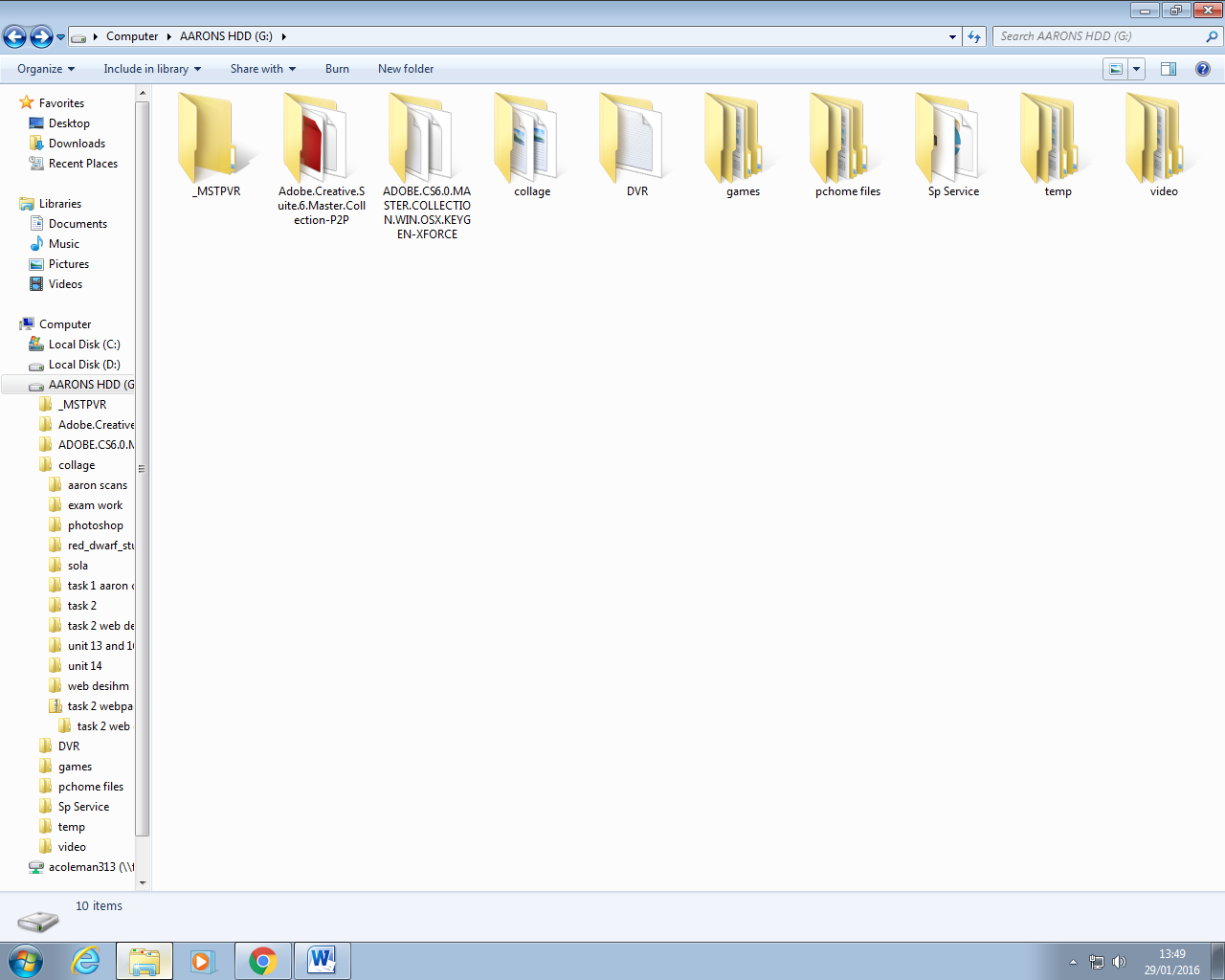
Do you love cats?

Do you want to help the growing number of abandoned and abused cats in your city?

If so, volunteer at the cat charity fluffy friends! So far fluffy friends has helped loads of cats in your area alone, and they are expanding their mission, which is to eventually not have to do their job, because no cats will ever be abused or abandoned again, but first we need your help. Please give your help to save these cats; you don’t even have to pay anything. You can help by simply reporting a case of abuse or neglect to 01521 333 333 and you will help save that animal from further harm. If you still want to help, you can donate money, bring food, litter and trays, to several of our locations. Anything a cat can use would be perfect. Finally, if you have plenty of time you can also volunteer as one of our many rescuers, or help out around the shelter.

Thank you for reading this and please support any way you can.

Thank you.

File structure

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# References

**Smith, N. (2016)**. Spectre. *Total Film*. Issue 240 (1), p52-53.

**UNICEF (N.D.)** *UN Convention on the Rights of the Child [Online].* Available: [http://www.unicef.org/rightsite/files/uncrcchilldfriendlylanguage.pdf Accessed 04/01/16](http://www.unicef.org/rightsite/files/uncrcchilldfriendlylanguage.pdf%20Accessed%2004/01/16)

Bbc news story [http://www.bbc.co.uk/news/uk-england-norfolk-35254840 date accesed17/01/16](http://www.bbc.co.uk/news/uk-england-norfolk-35254840%20date%20accesed17/01/16)