

Paper Reference(s)

P301T

Edexcel VCE

Performing Arts

Advanced

**Unit 1: Investigating Performing Arts
Industries**

Student Preparatory Work – January 2007

**To be issued to Candidates a minimum of SIX weeks
before the test**

Materials required for examination

The responses to the three tasks set
in this paper

Items included with question papers

Nil

Instructions to Candidates

You may take your investigation notes into the examination, but you must **ONLY** submit your responses to the three tasks set in this paper and your examination paper.

NO OTHER MATERIALS SHOULD BE SUBMITTED.

Information for Candidates

The total mark available for Section A is 50 marks.

Advice to Candidates

You are reminded of the importance of clear English and careful presentation in your answers.

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INSTRUCTIONS TO CANDIDATES

This unit is structured into three sections, A, B and C. For Section A you will have a minimum of six weeks to undertake the set tasks given below. **You must take your responses to the tasks from Section A into the examination on Thursday 18 January 2007.** You must be prepared to answer a range of questions based on your research results.

The examination on **Thursday 18 January 2007** will consist of one question paper containing the remaining two sections, B and C.

SECTION B (Recommended time: 1 hour): four short-answer questions based on Section A. **(20 marks)**

SECTION C (Recommended time: 45 minutes): an extended-answer question based on Section A. **(30 marks)**

SECTION A

Preparation

Investigate provision in your area with specific reference to at least **three** art forms and a minimum of **two** venues (you should include one from the commercial sector and one that receives subsidy). Consider the nature and timing of the artistic products, who they were intended for, and how they were funded and promoted.

You should examine:

- the range of art forms offered
- the audience sectors targeted by marketing and promotion
- how venues achieve balance in their provision
- the range of funding methods employed.

Specific tasks

Task 1. Using examples from your selected venues demonstrate how organisations balance artistic and commercial considerations. **(20 marks)**

Task 2. Discuss **one** marketing strategy in detail to demonstrate how it was suited to the target audience. **(15 marks)**

Task 3. Explain any differences between how the venues were funded and the impact on their programme of events. **(15 marks)**

TOTAL FOR PAPER: 50 MARKS

END