

2016/17 candidate record form, production log and assessment record

Level 3 Extended Project (7993)

Please attach the form to your candidate's work and keep it at the centre or send it to the moderator as required. The declarations should be completed as indicated.

Centre number

14217

Centre name

Bullers Wood School

Candidate number

X

Candidate's full name

X

Work submitted for assessment **must** be the candidate's own. If candidates copy work, allow candidates to copy from them, or cheat in any other way, they may be disqualified.

Candidate declaration

Have you received help/information from anyone **other than** subject teacher(s) to produce this work?

No Yes (give details below or on a separate sheet if necessary).

Click here to enter text.

Please list below any books, leaflets or other materials (for example DVDs, software packages, internet information) used to complete this work **not** acknowledged in the work itself. Presenting materials copied from other sources **without acknowledgement** is regarded as deliberate deception.

Click here to enter text.

From time to time we use anonymous examples of candidates' work (in paper form and electronically) within our guidance materials to illustrate particular points. If your work appears in AQA materials in this context and you object to this, please contact us and we will remove it on reasonable notice.

I have read and understood the above. I confirm I produced the attached work without assistance other than that which is acceptable under the scheme of assessment.

X

Date X

Supervisor declaration

I confirm the candidate's work was conducted under the conditions laid out by the specification. I have authenticated the candidate's work and am satisfied, (to the best of my knowledge) that the work produced is solely that of the candidate.

X

Date X

Candidate number

Candidate's full name

X

X

Submission checklist

To be completed by the supervisor

Extended Project **working** title The People Behind Power: the Importance of Spin Doctors in History

Extended Project **final** title 'The Power of Spin: an Evolutionary Analysis of Political Spin'

Form of project

Either written report

Or Click here to enter text. and accompanying written report

Is this project part of a group project?

No

Yes If 'Yes', give brief details Click here to enter text.

Please note that failure to complete or submit a compulsory element may result in a mark of zero being awarded.

Select/tick	Items that must be included	Notes
<input checked="" type="checkbox"/>	1. A signed and completed <i>Candidate record form, production log and assessment record</i>	This document. All pages must be completed.
<input checked="" type="checkbox"/>	2. Research based written report	If the project product is an artefact or a production, an accompanying research based written report is also required.
<input checked="" type="checkbox"/>	3. Evidence of the project product	Eg photographs of artefact, investigation or production; a piece of creative writing (artefact); research based written report.
<input checked="" type="checkbox"/>	4. Evidence of a presentation within the production log	Presentation on the project process. Where the project product is itself a presentation (for a specified audience), a presentation on the project process must also be delivered to a non-specialist audience

Candidate number

Candidate's full name

X

X

The taught skills element

To be completed by the supervisor

Outline details of taught skills

Record here details of relevant skills taught in a class/group and details of relevant skills taught individually to this candidate as described in the specification. Continue on a separate sheet if necessary.

Candidate number**Candidate's full name**

X

X

Record of marks

To be completed by the supervisor

Marks must be awarded in accordance with the instructions and criteria in the specification.

Summary information to show how the marks have been awarded should be given in the spaces below in addition to comments in other pages of this document and any supporting information in the form of annotations on the candidate's work.

Skill area	Maximum mark	Mark awarded	Supervisor's supporting statement
A01 Manage	10	X	From the beginning the candidate clearly identified the topic to be investigated. There are clear aims stated at the beginning of the project, although these were modified over time as appropriate. Detailed project plan, with clear evidence of monitoring progress of project work over time and deadlines met.
A02 Use resources	10	X	Evidence of detailed research involving the selection and evaluation of a wide range of relevant resources. Academic books, works by the spin doctors themselves and literary sources used, alongside other media (fiction and non-fiction). Critical analysis and application of the resources with clear links made to appropriate theories and concepts
A03 Develop and realise	20	X	The candidate has taken appropriate actions to fully realise the project plan to a high standard. There is clear evidence of appropriate changes to or development of the initial project plan or title or aims and objectives. For example the question changed when it became clear through research that a slightly different focus was more interesting-spin itself alongside the spin doctors. The essay is clearly communicated and effectively brings together the range of ideas presented and sources investigated to produce a logical and coherent argument and evaluation. The presentation only added to this as the candidate was confident and knowledgeable.
A04 Review	10	X	Excellent evaluation of own performance in the presentation and the review of the project overall. Shows a clear understanding of time management and the difficulty of writing both History coursework and an EPQ at the same time! The review also shows the candidate has a much better understanding of the difficulties of open ended research and making sure that while researching you goals are clear and you do not allow yourself to go off on tangents, however interesting that might be. The candidate has clearly learned a great deal and is able to judge their own strengths and weaknesses effectively and come to conclusions on how they would respond differently to the work if they did it again.
Total mark	50	X	

Candidate number

X

Candidate's full name

X

Supervisor's concluding comments

This is an excellent project. It was well thought out from the beginning and shows the candidate has a very good understanding of how to complete a research project effectively. The final essay was well communicated and, combined with the engaging presentation, investigated the topic successfully.

Internal moderation comments if appropriate

X

Supervisor declaration

I confirm that no work assessed for the award of the marks above is also to be submitted, or has been submitted, for any other accredited qualification(s).

X

Date

X

Candidate number

Candidate's full name

X

X

Record of initial ideas

To be completed by the candidate

This page records initial meeting(s) with your supervisor to agree your project ideas. Additional pages can be submitted if more than one idea has been explored.

My idea(s) for topic/title

An evaluation of the importance of spin doctors throughout history and in current politics, with a particular focus on Nicolo Machiavelli, Thomas Cromwell, Joseph Goebbels and Alastair Campbell.

My ideas for research and development of my project

To investigate the role of spin doctors in a historical context.

To examine the impact that key individuals had on the governments of their time through their use of political tactics and propaganda.

To understand the details of political tactics

My summary of the comments and advice from my supervisor

A few points to consider: Make sure you define what you mean by spin doctor- look at terms like 'King Maker' are they the same? How were these individuals perceived by others? Did that change over time? The motivations of each 'spin doctor' may be important but make sure you stay with fact and don't drift into vague ideas about what they might have thought

Modifications I have made as a result of my discussion with my supervisor

I will be sure to keep to my definition of a spin doctor and specify when differences in roles appear. I also agree that it would be a good idea to comment on how roles and perceptions changed over time.

Date

X

Candidate number

Candidate's full name

X

X

Part A: Candidate proposal

To be completed by the candidate

Working title of my Extended Project.

Present the topic to be researched in the form of a short statement/question/hypothesis with clear focus.

How important have spin doctors been throughout history and what is their significance today?

- my initial resources will be

Machiavelli's Children, The Prince, The Art of War, Winners: And How They Succeed, Henry VIII's Enforcer, Thomas Cromwell: The Untold Story of Henry VIII's Most Faithful Servant,

http://www.bbc.co.uk/history/0/22450966, Joseph Goebbels: Nazi Propaganda Minister, The Goebbels Experiment, The Third Reich: Politics and Propaganda

http://www.huffingtonpost.co.uk/hugo-winn/is-the-age-of-the-spindoc_b_4258901.html

<http://www.wsj.com/articles/a-century-of-political-spin-1452267989>

- the courses of study or area(s) of personal interest to which the topic relates

Related to my A level studies of History and Government and Politics.

Related to my particular interest in political ethics and modern political history.

Use of primary sources and source analysis and evaluation are skills to be applied to my A Level History coursework

- my intended product

A piece of extended writing which explores the topic of political spin and spin doctors in both a modern and modern historical context and evaluates their importance in politics, accompanied by a presentation giving the main points of my essay.

Provide details of the courses that you are currently studying

Qualification type	Awarding body & subject
eg A-level, Modern Apprenticeship, BTEC	eg AQA Mathematics, OCR Computing, WJEC English
A-level	AQA History
A-level	X
A-level	X

Qualification type	Awarding body & subject
Click to enter text.	Click here to enter text.
Click to enter text.	Click here to enter text.
Click to enter text.	Click here to enter text.
Click to enter text.	Click here to enter text.
Click to enter text.	Click here to enter text.

Notice to candidate You must not take part in any unfair practice in the preparation of project work required for assessment and you must understand that to present material copied directly from any book or any other sources without acknowledgement will be regarded as deliberate deception. If you use or attempt to use any unfair practice you will be reported to AQA and you may be disqualified from **all** subjects.

Candidate declaration

I certify that I have read and understood AQA's Regulations relating to unfair practice as set out in the notice to candidates above.

X

Date

X

Candidate number

Candidate's full name

X

X

Part B: Supervisor's comments on candidate proposal

To be completed by the supervisor

Please comment below on the validity and feasibility of the candidate proposal (Part A) as an Extended Project

	Supervisor's comments
Indicate the relation to, and development/extension outside of, the main course(s) of study or interest	The title is related to both politics and History in terms of topic and content. There is no significant overlap in terms of the question or content, although Alistair Campbell is part of the Labour governments studied in A level History. The ideas about Campbell should be complimentary to the course but will not be on the same topic.
Comment on the suitability of the proposed initial sources and research base	Proposal on sources and research is suitable for the topic and scope of the question.
Confirm that the project is feasible in the proposed timescale and/or indicate any potential difficulties that may prevent the candidate from meeting the assessment objectives	It is a feasible project. The only potential difficulties come from the amount of sources/resources available about earlier 'spin doctors' and the possibility of trying to include too much in the essay. However at present these do not seem to pose a problem.

Indicate the expected format of the project product that will be submitted for assessment

- Research based written report
- Artefact (for example prototype, model, artwork, scientific investigation, creative writing) plus written report

Is the project a contribution to a group exercise? YES NO

If Yes, confirm that there is a defined individual contribution by the candidate YES NO

List the **other** group members below.

Candidate No. [Click.](#)

Candidate Name [Click here to enter text.](#)

Candidate No. [Click.](#)

Candidate Name [Click here to enter text.](#)

Candidate No. [Click.](#)

Candidate Name [Click here to enter text.](#)

X

Date X

Candidate number

X

Candidate's full name

X

Part C: Centre coordinator's approval of candidate proposal

Supervisor's name

X

To be completed by the centre coordinator

If you are acting as both the Centre coordinator and the supervisor, please seek counter signature from a senior colleague

Centre coordinator's comments on the feasibility and acceptability of the proposal (parts A & B) as an Extended Project

X

Approved

Approved subject to the implementation of the centre coordinator's recommendations

Resubmission required

Centre coordinator's name

X

X

Date

X

Candidate number

Candidate's full name

X

X

Planning review

To be completed by the candidate

This page records your outline plan once your proposal has been approved.

My next steps in planning, researching and deadlines that I will set myself. What I intend to do, by when, what resources I will use and how I will implement the recommendations of the centre co-ordinator (where appropriate).

- *I intend to spend at least one double study session per week and additional time outside of school working on my EPQ, first working on research and then both my presentation and essay.*
- *My presentation and notes should be drafted before February half term so that time can be spent editing it before the presentation evening*
- *For each section within my essay I have comprised a list of initial sources to be used for research, however I am aware that the research process will most likely lead to discovery of additional sources, and finding some initial sources less useful.*

My summary of the comments and advice from my supervisor

It was advised that I access a research proposal example from the University of Birmingham website in order to write a very detailed plan to aid me in writing my essay and creating my presentation.

Modifications I have made as a result of my discussion with my supervisor and/or the comments from my centre coordinator

I have accessed the Birmingham University example of a research proposal and used it as a template to plan my project. I have laid out the specific questions and aims that I plan to cover in each section of my essay, and have included which referencing style I plan to use, the main types of research materials I plan to use and an initial list of resources and research materials.

Date

X

Candidate number

Candidate's full name

X

X

Mid-project review

To be completed by the candidate

This page records your outline plan when you have completed your research.

Is my project following my original plan? How has my plan developed?

- *I have decided to change my title from 'The People Behind Power: the Importance of Spin Doctors in History' to 'The Power of Spin: an Evolutionary Analysis of Political Spin'. Having started by research and the beginning of my presentation, I discovered that some of the most interesting research and ideas were about political spin itself. There was much more to say on spin and political manipulation than I had anticipated, and it worked much better to talk about spin itself alongside individual spin doctors. I also found that because the present is such an eventful and exciting time in the world of public relations, 'alternative facts' and 'post-truth', an evolutionary analysis was the best way to incorporate both the history of spin and current affairs into my project.*

My summary of the comments and advice from my supervisor

- *Modifying the title of the project is not a problem, so long as my plan is adapted to fit the new title in order to remain focused on it. Content doesn't have to change drastically seeing as the original and new titles are very much related, however the arguments should be altered to fit the new questions being asked. Advice has also been given on how to make the presentation more engaging, for example, asking the audience questions, using video clips and visuals.*

Modifications I have made as a result of my discussion with my supervisor at this stage

- *I have altered my plan to fit my new title, increasing my focus on current politics and examples, and expanding my research on political manipulation in history instead of just political manipulators.*
- *I have also changed the beginning of my presentation to include some video clips and images of current affairs regarding my title. Specifically, a clip of Nigel Farage speaking about the Brexit Campaign, and a clip of Sean Spicer in a White House press conference.*

My final title and agreed form of project product

- *My final product will be an essay titled, 'The Power of Spin: an Evolutionary Analysis of Political Spin'.*
- *It will be accompanied by a PowerPoint presentation in which I explain the basics of my findings, my arguments, conclusions and a brief description of my journey.*

My planned next steps to complete my project

- *Next I need to organise my research into a detailed plan for each section of my essay, which I believe will make finishing the writing process much easier. After doing this I will collate my arguments in order to form a judgement and consider the questions which my research has raised which I will include in my conclusion. I need to make my points for each section more concise and choose which information is most important in order to decide what to include in the rest of my presentation, and which details are best to leave out.*

Date

X

Candidate number

Candidate's full name

X

X

Project product review

To be completed by the candidate

This page records the (near) completion of your project product. Outline the successes, failures, additions and/or changes you made as you followed the plan in your mid-project review

Did my project follow my revised plan (from the mid-project review)?

For the most part, my project did follow my revised plan. The title has not changed since, which is a start. The general topics I planned to cover have been covered: what is a spin doctor?; depictions of spin doctors; methods of spin; Niccolò Machiavelli; Thomas Cromwell; Joseph Goebbels; Alastair Campbell; the evolution of spin. Although after organising them for my presentation, I found it made more sense to reorder them so that the historical analysis came before the fictional characters and methods sections. However I did find that, in the course of writing the essay, there were some details which I planned to include that I no longer found wholly relevant, while other topics that I had planned to keep somewhat brief ended up being quite lengthy. For example, I did not include my research on Edward Bernays, but I did include more on Machiavelli and his philosophy than I had planned.

My summary of the comments and advice from my supervisor at this final stage

I must make sure the content of the essay is relevant to the title and specify when deviating to other related topics. A revision of the conclusion is advised.

Modifications I have made as a result of discussion with my supervisor at this final stage

Do I need to do anything else to complete my product?

I have made sure that I am very specific when referring to related ideas and people in my project. To complete my project I need to organise my references and sources into a bibliography which I have now learned to do very easily on a word document. I have also made some notes on my conclusion and will next write them up to amend the conclusion.

Date

X

Candidate number

Candidate's full name

X

X

Presentation record part A

To be completed by the candidate

This page records your presentation and its preparation.

Planned format of my presentation (eg timing, audience, use of visual aids, slides, use of notes, etc.)

- *I plan to use a PowerPoint presentation which will include mainly visual aids with brief information to accompany my speaking. I have written a script to refer to while giving my presentation. I plan to start with a more interactive and accessible introduction based on recent events in politics, and then talk through the main body of my essay before giving my conclusions and discussing my EPQ journey. Most of this will need to be quite concise and brief seeing as time is limited to 10 minutes. My audience is likely to be comprised of other EPQ students, parents, other students and teachers. I will prepare for any questions they ask by rehearsing with friends and parents, and reflecting on my EPQ process.*

Planned content of my presentation

- *Start with discussing why the 2016 Oxford Dictionary's Word of the Year, 'post-truth' was so relevant*
- *Brexit Bus claim*
- *Video clip of Nigel Farage on Brexit Bus £350m spending promise*
- *Sean Spicer as White House Press Secretary*
- *Video Clip of Spicer on size of Trump's inauguration crowd followed by image of Trump's audience compared to Obama's*
- *Kellyanne Conway and the Bowling Green Massacre*
- *Introduction and definition of spin and spin doctor*
- *Introduction to spin throughout history*
- *Machiavelli*
- *Cromwell*
- *Goebbels*
- *Campbell*
- *Fictional spin doctors: Squealer and Malcolm Tucker in more detail*
- *Methods of spin: cherry picking, non-denial denial and non-apology apology in more detail*
- *Conclusions*
- *EPQ Journey*

Modifications I have made as a result of rehearsal and/or discussion with my supervisor

Some information included on the slides was too lengthy, for example a quote from Animal Farm, and an audience would have difficulty reading it and listening to the presentation, so it was cut. Instead of including my conclusions on a slide, again it was too lengthy to read, so I decided to just keep to speaking about them instead.

Date

X

Candidate number

Candidate's full name

X

X

Presentation record part B

To be completed by the supervisor

Record and comment below on the delivery of the presentation

	Supervisor's record/comments
The nature of the audience (include numbers of staff, students and others present)	6 students, 1 child and 8 adults (3 staff).
The nature of the presentation (include use of notes, use of display items, and use of presentation software)	Variety of media used. Notes are used, but confident enough to not read from them-merely a tool to remember everything rather than a guide for what is said. The Ppt is effective and has short readable text, useful images and an embedded video.
Comment on the content and delivery of the presentation (for example clarity of ideas, structure of presentation, pace, engagement with audience)	Clear, funny and confident. Ideas are expressed effectively and she makes interesting links throughout, some of which are outside the remit of the original question. Good pace, timed well and delivered in an engaging way. Historical knowledge is excellent and there is effective critique of spin doctors.
Comment on the response of the candidate to questions that demonstrated understanding and grasp of the project and/or its production. Give examples of questions asked and answers given.	<p>What did you find challenging about the research? Did you read 'The Prince' and what did you think? Did you admire any of the spin doctors?</p> <p>Candidate answered positively to all the questions and had very good answers for each one. She noted that finding positive attitudes about spin doctors was challenging! Also explained her change of question here which came as a result of her own research and development of the project.</p> <p>Was engaging in discussion about 'The Prince' and the ideas Machiavelli had, suggesting he was ahead of his time in many ways and perhaps that is why he is somewhat exalted in the arena of spin doctors. Interested in his lack of moral code-something that was so prevalent when he was alive.</p> <p>She also made links to literary spin doctors and suggested Malcom Tucker was the most valid.</p>

X

Date

X

Candidate number

Candidate's full name

X

X

Summary and reflection

To be completed by the candidate

This page records your summary, reflection and evaluation when you have completed your project product and given your presentation.

Some questions you may wish to answer in this section include, what have I learned from completing this project? What new knowledge or expertise have I enjoyed or found valuable? What are the strengths and weaknesses of my project (including planning and organisation)? What skills have I improved? What changes would I make if I undertook such work again? What advice would I give to others undertaking such a project?

During the process of researching for and writing my EPQ essay and presentation, I have learned that although my interest in and love for modern history is strong, I definitely have an especial interest in the history of political thought. A weakness that I found in my process was that when researching and planning my section on Machiavelli, I did often find myself going off on tangents about political philosophy rather than sticking to the main aim of my project. However this has been successful in confirming my wish to study Philosophy, Politics and Economics at university. I found research on the two fictional spin doctors particularly enjoyable; I had read Animal Farm a few years ago but wished to study it further, and this project gave me an opportunity to develop a deeper understanding of Orwell's message. And of course, watching 'The Thick Of It' was a rather enjoyable form of research. However, I did not have the time to watch 'Borgen' and 'The West Wing' as well as this. Organisation and timing was definitely a weakness for me. Although I more or less stuck to the deadlines I set for myself for the presentation, it was very loose, and I did feel that I should have given myself more time for rehearsal and further amendments if necessary. Timing was an issue for me. I did not stick to the two study periods per week, and I did find myself wishing I had begun the writing process of the essay earlier, and perhaps researched alongside writing. I also could have been more adventurous with my research sources. I tended to stick with newspaper articles and other news sites, and had I opened my research up to other forms of research, I'm certain I would have found some more interesting content to include. Currently being a student of History, Politics and Economics, I think one of my strengths lies in extended essay writing. Although I've never had to write an essay quite as long as 5,000 for my A Levels, I have been simultaneously writing my EPQ and history coursework, which is around 3,500 words, so I'm no stranger to writing long essays. If I were to undertake such a task as the EPQ again, I would be much more rigorous with my planning, and set myself strict deadlines so that I was fully prepared long before the final deadline. I would also stay on top of the organisation of my sources and research and create my bibliography as I went to save time at the end going back over sources and referencing. There were documents and sources that I included in original versions of my presentation script that I have lost which would have been incredibly useful both in writing the essay and in providing evidence of my research. If I were to give advice to others undertaking the EPQ I would strongly suggest staying very well organised, setting strict deadlines for yourself, writing a few drafts in order to have a fully critiqued final product and to keep track of every piece of planning and research.