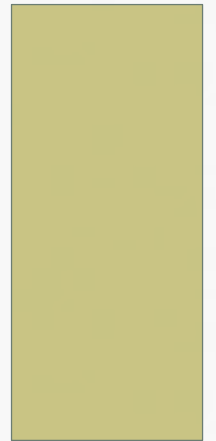




DOCUMENTARY PITCH

TEENAGE REPRESENTATION IN THE MEDIA



NAME & LOGO

- The name of the show will be 'Teenage Dirtbags'
- The aim of the show is to juxtapose the social idea of teenagers within society, an agenda pushed forward by the media but is not as publicised as it should be.
- The main aim is to attract the older demographic
- The USP – To do something nobody in the media will do, challenge this stereotype head on. And ask people who create this negative stereotype head on, why do they do it?

THE CASTING

Presenter – Louis Theroux

Who to interview – School Kids, College students, Apprentice workers, Cadets, Army, Workers, BBC Producers, Bosses of companies.

CHANNEL BROADCAST

- Channel broadcast on ITV.
- Post watershed viewing
- Comply with OFCOM rulings

DO YOU KNOW WHO THEY ARE?



CAITLIN LEWIS

17 year old Caitlin Lewis saved the life of one year old Tallulah after she was choking on a hard boiled sweet. After having to wait too long for the ambulance she ran out on the street and desperately asked for help, to which caught the attention of Caitlin.



LYDIA KO



LYDIA KO

Lydia Ko at **17** became the number 1 ranked woman professional golfer in 2015.



MARCUS RASHFORD



MARCUS RASHFORD

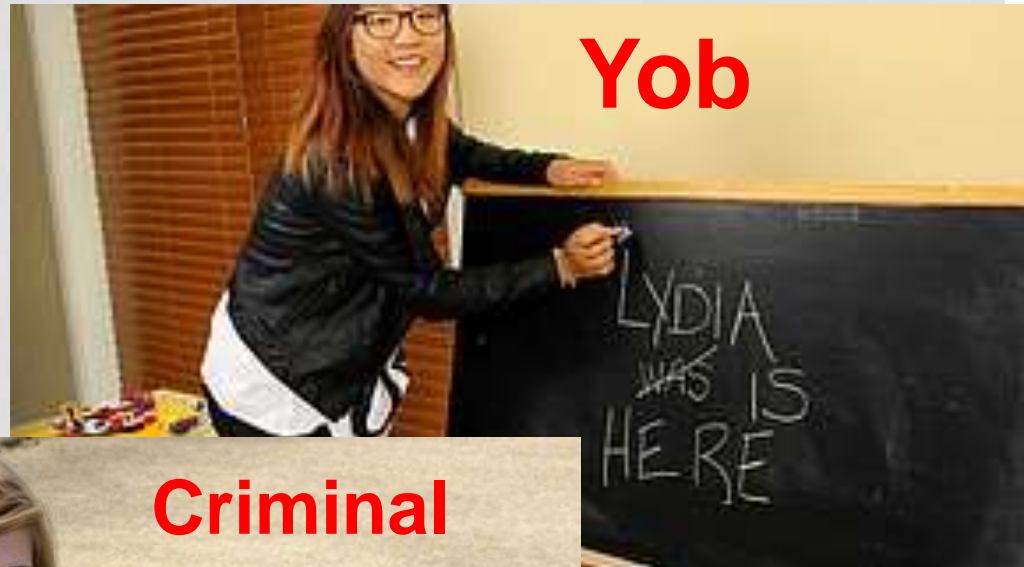
At the age of **18** Marcus Rashford represented his club and country by scoring both on his club and international debut.



WORDS MOST ASSOCIATED WITH TEENAGERS.



Binging



Yob



Criminal

Winner



Champion



Hero



CONTENT

News/Press

Two thirds of 14 to 17 year olds believe negative stereotypes are ruining their job prospects and self esteem.

Four out of five feel unfairly represented within the Media.

When secondary school teachers were asked to paint a picture of teenagers, the characteristics they associated with them were; **Caring, Enthusiastic and Hard-Working**

The Media however use the words **Binge drinkers, yobs and criminals.**

STYLE

The documentary will consist of number of interviews, to show peoples opinions, mixed with examples from various media sectors such as:

- Television Shows
- Films
- News Articles

Some of the examples that will be shown in the documentary are as follows:

NEWS - MURDER OF JESSIE JAMES

Jessie was a 15 year old boy from Manchester who was gunned down in Moss Side, Manchester.

In the Guardian article about his death, the writer had to define that the kid had absolutely no ties to gangs at all.

[Source](#)



FILM - ATTACK THE BLOCK



FILM – ATTACK THE BLOCK

- Right at the start, on hoodies and on bikes.
- One of them says *“I’m killing them, I’m killing them straight”*
- *“Lets get tooled up blud”* And shows a lot of weapons on display
- *“Who’d wanna invade south London?” “Those who want a fight”*
- *“This is too mad for one text”*

BAD NEIGHBOURS



BAD NEIGHBOURS

- Adult neighbours worried about the noise even though theres been no party yet
- Huge house parties
- “Call me not the police”
- Loads of teenagers drunk
- Loud music

TV - CATHERINE TATE SHOW



TV - CATHERINE TATE SHOW

- Comes across as rude and thick
- Inappropriate
- Immature
- Stereotype of dressing like a 'chav' or scruffy

TV - HARRY ENFIELD AND CHUMS



TV - HARRY ENFIELD AND CHUMS

- The beginning shows the teenager of her dreams, being polite, nice and helping around the house.
- But her reality is that her teenager is a huge stereotype of a modern teenager

CONCLUSION

- Believe we have enough evidence to start a documentary highlighting these issues.
- Believe we have the pulling power
- Believe we have the best time slot