



General Certificate of Education
Advanced Level Examination
January 2013

Media Studies

MEST3

Unit 3 Critical Perspectives

Thursday 17 January 2013 9.00 am to 11.00 am

For this paper you must have:

- an AQA 16-page answer book.

Time allowed

- 2 hours (including 15 minutes' viewing time)

Instructions

- Use black ink or black ball-point pen.
- Write the information required on the front of your answer book. The **Examining Body** for this paper is AQA. The **Paper Reference** is MEST3.
- Answer **all** questions in Section A and **one** question from Section B.
- Do all planning in the answer book. Cross through any work that you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- You will be awarded marks for showing that you know and understand:
 - media concepts, contexts and critical debates
 - how meanings and responses are created within media products and processes.
- You will also be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.

Advice

- You are advised to spend one hour (including 15 minutes' viewing time) planning and writing your answers to Section A.
- You should spend one hour planning and writing your answer to Section B.

Section A

Answer **all** questions in Section A.

Read the information and the three questions below.

You will be shown two media products **three** times. In between these viewings you should make notes in response to the questions below. These notes will not be marked.

You should spend approximately 45 minutes answering the questions in Section A.

Media Product One – ESPN title sequence from the coverage of the Women’s Super League

ESPN is a UK digital sports television channel owned by the U.S. global sports broadcaster ESPN Inc. It covers a wide range of sports including football, rugby and basketball, with live broadcasts, highlights and discussion. In 2011 it had exclusive media rights to the new Football Association Women’s Super League. England coach, Hope Powell, said: “This is a huge step for the women’s game. In this country the women’s game is growing and this league has attracted so much media attention.” In 2011 there was an average of 60,000 viewers for each match and ESPN doubled to ten the number of live games it showed in 2012.

Media Product Two – BBC highlights of the football match between England and France in the 2011 Women’s World Cup

The England women’s football team reached the quarter finals of the 2011 World Cup in Germany where they lost on penalties to France. The BBC initially planned to show the match via its interactive red button service and website. MPs and women’s sporting organisations claimed that the poor coverage could harm the development of the women’s game and stop wider public support. In response the BBC broadcast the match live on BBC2 attracting 1.67 million viewers.

Question 1

0	1
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 Evaluate how the narrative techniques used attempt to position the audience and to create excitement. (8 marks)

Question 2

0	2
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 How has digital television transformed the viewing behaviour of audiences?
You may also refer to other media products to support your answer. (12 marks)

Question 3

0	3
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 Is the media able to challenge traditional representations of femininity?
You should refer to other media products to support your answer. (12 marks)

Section B

Answer **one** question from this section.

You are advised to spend **one hour** on your answer.

You will be rewarded for showing independent study by using:

- your own individual case study topic
 - your own individual choice of media products.
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EITHER

Representations in the Media**Question 4**

0 | 4 Representations are rarely straightforward but are often complex and may be contradictory.

What evidence is there for this in your case study? (48 marks)

OR

Question 5

0 | 5 One effect of repeated negative representation is to demonise and marginalise.

How far is this true of the representation of the group or place you have studied? (48 marks)

OR

The Impact of New/Digital Media**Question 6**

0 | 6 The internet is a democratic space, where we are all free to participate equally.

Using your own case study, discuss whether the impact of new and digital media is democratic. (48 marks)

OR

Question 7

0 | 7 New and digital media offer a wide range of competing ideas and opinions from experts and journalists to bloggers and social networkers, making it harder for audiences to know who to trust.

In such an environment, how does the audience know who to trust? (48 marks)

END OF QUESTIONS

There are no questions printed on this page