



General Certificate of Education  
Advanced Level Examination  
June 2013

## Media Studies

## MEST3

### Unit 3 Critical Perspectives

Tuesday 4 June 2013 1.30 pm to 3.30 pm

**For this paper you must have:**

- an AQA 16-page answer book.
- insert to accompany Section A (enclosed).

**Time allowed**

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

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**Section A**

Answer **all** questions in Section A.

Read the information and the three questions below.

You should then spend approximately 15 minutes studying the two media products and making notes in the space provided. These notes will not be marked.

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

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**Media Product One – Homepage from [www.kerrang.com](http://www.kerrang.com) (14 February 2012). See insert.**

**Media Product Two – Front cover of *Kerrang!* Magazine (issued 25 February 2012).  
See facing page.**

*Kerrang!* is a multi-platform brand that includes a weekly music magazine, a radio station, podcasts, a TV channel and a website. In addition, *Kerrang!* is well known for its annual awards and associated tour. Audiences can follow *Kerrang!* on both Twitter and Facebook. It describes itself as having ‘the hottest news, reviews, gig guides, exclusive features, posters, videos and more every week’.

In April 2012 it launched a new multi-platform rock music chart, designed for ‘sharing and amplifying creative ideas and then relaying them to millions of passionate followers accessing those ideas anytime–anyplace.’

*Kerrang!* identifies its target audience as ‘young, individually minded and passionate consumers’. The magazine had a circulation of 370,000 in March 2012, and promises advertisers it can reach the elusive audience of 15–24 year olds. With 172,600 unique users, the website features an online shop, podcasts, a forum and radio segments.

*Kerrang!* is owned by multi-national media group *Bauer Media*, whose other interests include brands such as *Closer*, *Grazia*, *FHM*, *Magic 105.4* and *Box Television*.

- |   |   |
|---|---|
| 0 | 1 |
|---|---|

 How does *Kerrang!* create a strong brand identity in these print and online products?  
(8 marks)
- |   |   |
|---|---|
| 0 | 2 |
|---|---|

 How is the representation of masculinity constructed to appeal to the audience?  
You may also refer to other media products to support your answer. (12 marks)
- |   |   |
|---|---|
| 0 | 3 |
|---|---|

 How important is it for producers of print products to have a multi-platform presence?  
You should refer to other media products to support your answer. (12 marks)

Media Product Two – Front cover of Kerrang! Magazine (issued 25 February 2012).

**MEET GERARD WAY'S FAVOURITE NEW BAND | WIN! INTERVIEW YOU ME AT SIX**

# KERRANG!

**SPECIAL ISSUE!**

## ROCKSTAR CONFESSIONS

**THE STARS COME CLEAN ON LOVE, LIFE AND REGRET!**

- \* BRING ME THE HORIZON
- \* FALLING IN REVERSE
- \* ASKING ALEXANDRIA
- \* LINKIN PARK
- \* EVANESCENCE
- \* MACHINE HEAD

**AND LOADS MORE!**

**ALSO INSIDE**  
**PANTERA**  
**PHIL ANSELMO SPEAKS!**

**GREEN DAY**  
**NEW ALBUM NEWS!**

**735 NEW GIGS LISTED!**

**FESTIVAL FRENZY!**  
**SONISPHERE**  
**20 NEW ANNOUNCEMENTS!**  
**DOWN TOWN**  
**6 ANNOUNCEMENTS!**

ISSUE NO 1403  
 FEB 25 2012/£2.50. AUS: \$6.95  
 WWW.KERRANG.COM

© Bauer Consumer Media Limited

Turn over for Section B

Turn over ►

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**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**

**0 4** Does globalisation mean that audiences have a wider range of representations to choose from or does it result in a particular representation being dominant?

Use your own case study to evaluate the impact of globalisation on media representations. *(48 marks)*

**OR**

**0 5** How and why does the representation of the group or place you have studied reflect and reinforce dominant values and ideologies? *(48 marks)*

**OR**

**The Impact of New/Digital Media**

**0 6** Does your case study suggest that new and digital media have had a positive impact by offering audiences a more diverse range of values and ideologies? *(48 marks)*

**OR**

**0 7** New and digital media have led many media producers to involve their audiences more. However audience involvement is only superficial and media producers have ensured they maintain control.

Use your case study to evaluate whether new and digital media have changed the role of producers. *(48 marks)*

**END OF QUESTIONS**