

Teacher Resource Bank

GCE Media Studies

MEST1: Grade B Candidate exemplar- June
2009





General Certificate of Education
Advanced Subsidiary Examination
June 2009

Media Studies

MEST1

Unit 1 Investigating Media

Monday 1 June 2009 9.00 am to 11.00 am

You will need no other materials.

Time allowed

- 2 hours (including 15 minutes viewing time)

Instructions

- Use black ink or black ball-point pen for all written answers.
- Fill in the boxes at the top of this page.
- Answer **all** questions from Section A and **one** question from Section B.
- You must answer the questions in the spaces provided. Answers written in margins or on blank pages will not be marked.
- Do all rough work in this book. Cross through any work 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 marked on your ability to:
 - use an appropriate form and style of writing
 - organise relevant information clearly and coherently
 - use specialist vocabulary where appropriate.
- You will be expected to show that you know and understand:
 - media concepts, contexts and critical debates
 - how meanings and responses are created within media products and processes.

Advice

- You are advised to spend one hour 15 minutes (including viewing time) on Section A and 45 minutes on Section B.

For Examiner's Use	
44 ✓	
Examiner's initials JAS	
Question	Mark
1	9
2	7
3	6
4	4
SECTION A SUB-TOTAL	26
5	18
6	—
SECTION B SUB-TOTAL	18 18
TOTAL	44



SECTION A
TEXTS, CONCEPTS AND CONTEXTS

Answer **all** questions in Section A.

You should read the questions below and then spend approximately 15 minutes studying the media product and making notes on it. These notes will not be marked.

You will be shown a media product *three* times. In between viewings you should make notes in response to the questions below in the space provided. You will then have *one hour* to write your responses to the questions on the separate pages that follow.

You should spend approximately 15 minutes answering each question in Section A.

As a public service broadcaster, *Channel 4* is expected to be innovative and experimental and provide a broad range of high quality and culturally diverse programming. Programmes in this trailer include: *Ugly Betty, The Simpsons, River Cottage: Gone Fishing, Ramsay's Kitchen Nightmares, Property Ladder, How To Look Good Naked, The Secret Millionaire* and *Hollyoaks*.

This trailer was broadcast on *E4* during December 2007 for the launch of *Channel 4+1*. *Channel 4+1*, available on *Freeview, Sky* and *Virgin Media*, shows *Channel 4*'s schedule one hour later than the original broadcast.

1 Media Forms (12 marks)

How does the trailer use media language to catch the attention of the *E4* viewing audience?

2 Media Representations (12 marks)

How is gender represented in the trailer?

3 Media Institutions (12 marks)

How effectively does *Channel 4* promote itself as a public service broadcaster in the trailer? (As a public service broadcaster, the channel should provide a range of high quality, innovative and educational programming which appeals to a range of cultures and audiences.)

4 Media Audiences (12 marks)

In what ways does *Channel 4+1* appeal to its target audience?



You may make notes on pages 3, 4 and 5

- Ugly Betty - Young Adults - short interesting clips to draw audience attention
- Hell's Kitchen - Adults - reality TV
- Ally McBeal - Young Adults
- Simpsons - Adult - ~~Young Adults~~ ^{Young Adults}
- representation of women - entertaining outgoing etc. Strong.
- fast upbeat music.
- Mise en scene - bright colours.
- music - happy - fast etc.
- More women to men ratio.
- redress the issue of women being underrepresented.
- R - representation - women to men
- A - audience - what are the target audience young adult to adult
- I - institution -
- L - language - simple language used
- I - ideology
- P - narrative
- Q - genre - reality - entertainment TV.
- Not much words - ea doesn't take up audiences attention or time. Short.

ideology
sound

History

Turn over ▶



You may make notes on pages 3, 4 and 5

Sound

- background.
- preview

Women representation.

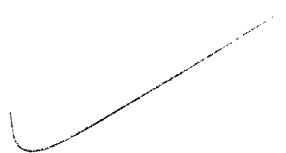
- More women to men ratio.
- Out going - fun (Marge Simpson)
(Jackie McQueen)

Men - aggressive - (Hell's Kitchen)

- women are not really shown in that environment.
lazy (Homer Simpson)
- Not accurate or how accurate is the representation of women.



You may make notes on pages 3, 4 and 5



Turn over ►



1 Media Forms

How does the trailer use media language to catch the attention of the E4 viewing audience?

(12 marks)

Media language can be used to catch the attention of target audiences. EA have used traditional codes and conventions to do this with the EA trailer. They would be targeting existing audiences as it is advertising for channel 4 + 1 and new audiences also. The target audience would be young adults - adults (18-28).

The trailer is short and has a lot of content crammed into it. However it is not too overpowering for the audience or will not take up the audience attention span.

The trailer uses sound to get the attention of the audience. The music in the trailer is loud but the sounds of the programs are still prominent, it doesn't fade the voices. It in fact works well with them as there are not voices throughout the full trailer. The music is fast & up beat this will initially grab the audience attention and the continuous pace of the



* ex music keeps the audience attention.

The trailer is showing the Chanel A programs as previews therefore the audience will not see all of the programs leaving them on

edge & wanting to see more. The clips of one program is mixed with others therefore the audience is not seeing too much or enough to get bored.

The colours used are very bright in some parts and pale in others, however the overall of the trailer used bright colours to get the

attention of the audience. This also connotes

ex that the audience being targeted are young cool and fun. The programs previewed in the trailer were Ugly Betty, Simpsons, Hell's Kitchen, Hollyoaks etc. These are mostly targeted at a younger audience. Ugly Betty would be targeted

at a young metrosexual audience. As metrosexuality is seen as 'the cool' recently in young adults this program would appeal to this

audience. Overall media language has been used to grab the audience attention effectively e.g. music that is fast etc.

Turn over for the next question

Some use of all used.
Solid ref. to text. Adequate use of +.

Turn over ▶

9
12



2 Media Representations

Ugly Betty.

How is gender represented in the trailer?

Guy worm.

(12 marks)

~~Gender representation in the trailer~~

Representation of gender in the trailer is fairly accurate, however there may be a more women to men ratio to redress the issue of underrepresentation or inaccurate representation of women in the media.

The trailer is ideologically sound and has a certain cool about it that would appeal to women - young adults and metro-sexual males.

Women are represented as strong individuals, outgoing and it shows how average women can relate to this, drawing average women

as audiences as some of the programmes use real women who represent the average women in Britain for example Gok Wan's "How to look good naked" uses real women and he teaches them how to feel better about themselves which every woman can relate to.

Women are also represented as fun and



exciting as the trailer shows them doing things that maybe the audience at home would want to do but ~~are~~ have to much fear to. e.g. Marge Simpson (Snow Girl.)

Jake McQueen from Hollydale is shown as a strong dominant character.

However men are also represented in the trailer. They are represented as aggressive and hot headed ~~and~~ e.g. Hell's Kitchen (Gordon Ramsay is represented as an angry dominant male.) This may appeal to a male audience as the like to feel in-control or dominant.

Over all the representation is ~~not~~ very accurate fairly accurate, however men are not represented very positively e.g. Homer Simpson (lazy.)

Solid in part of reps.

Solid ref to text at times (mostly same). Some adequate use of F.

Turn over for the next question

7
12

Turn over ►



3 Media Institutions

How effectively does *Channel 4* promote itself as a public service broadcaster in the trailer? (As a public service broadcaster, the channel should provide a range of high quality, innovative and educational programming which appeals to a range of cultures and audiences.)

(12 marks)

Channel 4 is a ~~public service~~

not commercially based institution therefore

is a profit making institution. Channel

4 is effective in promoting itself as a

public service broadcaster to an extent.

The Channel 4 trailer shows a range

of programs which would appeal to

✓ a wide range of audiences, however

it may not appeal to different cultures

as the programmes are very ethno-

centric.

however the Channel 4 successfully

promotes itself as a public service

broadcaster as the show would appeal to

✓ different people e.g. Ugly Betty would appeal

to a younger "cool" audience where as

the Simpsons would appeal to an audience

that passive and may not want to

think or work things out as they



are tired or had a long day at work.

same use / use of inst values
same ref to text. same
adequate use
of +.

Turn over for the next question

6
12

Turn over



4 Media Audiences

In what ways does *Channel 4+1* appeal to its audience?

(12 marks)

channel 4 +1 appeals to its audience
 as it gives the audience a chance to watch their
 favorite programs if they have missed
 it or if they want to catch it again.
 the trailer doesn't use many words
 to keep it simple and so it doesn't
 take up all of the audience's attention
 and make them bored.

The bright colours & up beat
 music draws the audience
 in. Keeping the trailer short
 allows the audience to be interested
 and want to know more. Channel
 4 does this effectively.



Areas outside
the box will
not be scanned
for marking

Handwritten checkmark: ✓

Save in / d of appeals. Specific
ref. to channel/ prog.

Turn over for Section B

$\frac{4}{12}$

Turn over ▶



**SECTION B
CROSS-MEDIA STUDY**

Answer **one** question from this section using material from your cross-media study.

You should read both questions below and then spend approximately 45 minutes planning and writing your answer to **one** of these questions.

Enter the number of the question you are answering in the box provided.

EITHER

5 'Audiences are no longer just consumers of media texts but producers too.'

To what extent is this true of the media products in your case study?

In your answer you should:

- provide a brief outline of your case study
- evaluate how far audiences participate in and contribute to the media products in your case study
- support your answer with reference to a range of examples from **three** media platforms.

(32 marks)

OR

6 Account for the similarities and differences in the codes and conventions used in the media products from your case study.

In your answer you should:

- provide a brief outline of your case study
- compare how and why media products from your case study are similar and/or different within and across media platforms
- support your answer with reference to a range of examples from **three** media platforms.

(32 marks)

END OF QUESTIONS



Question
Number

5

"Audiences are no longer just consumers of media text but producers too"

My cross-media study was on ~~the~~ E4's

skins, BBC-waterloo road and Channel 4's

Britz. However the main study was on

skins. E4's dominance in the youth audience

market challenged others to try and ~~are~~ change

this. BBC3 has tried to challenge E4's

dominance but have been fairly unsuccessful.

E4 launched a competition where viewers

would be able to submit their own storylines

to the skins programs. This involved the

audience and made the program more

relatable to the audience that are

viewing this successfully shows that

audiences are not just consumers

of media text but are involved in

producing also. Audiences are changing

in the way they behave as they are

wanting to see things they desire

on TV. With the invention of

it on demand, BBC iplayer, etc audiences

Turn over 



now are not watching ~~what~~ what is presented to them but they are deciding what to watch and when to watch it as well.

However the audience participation in my case study is not enough to say that audiences have changed their roles as viewers.

Audiences are still believed to be passive and not want to work hard to understand a program otherwise they get bored or tired.

For example Britz was ~~early~~ successful. However it lost a lot of audience as it required audience participation and they had to think.

E-media has also changed the roles of consumers as people can make videos and post them on website such as youtube or social networking sites such as facebook. Also audiences are able to send suggestions through websites.



or email. Also TV over the internet has changed audience role they can now watch what they want whenever as it is available on the net. Channel 4 has successfully kept up with the change in technology e.g. 4On demand, skins website and various other websites.

Changes in Broadcasting has also changed the roles of audiences.

There are now text alerts to mobile phone available which enable the audience not to worry about missing anything as there is always a second chance to catch it again or to find out ~~but~~ what happens.

Sound in/and of how and
p/c - sketchy c/study
Same adequate eps - 2 p/fs

Turn over ▶



*Anything outside
the box will
not be scanned
for marking*

A large rectangular box with a solid border, containing 25 horizontal dotted lines for writing. The lines are evenly spaced and extend across most of the width of the box. There is a small, faint handwritten mark in the lower right quadrant of the box, consisting of a short horizontal line followed by a diagonal line sloping upwards to the right.

Areas outside
the box will
not be scanned
for marking

A large rectangular box containing 20 horizontal dotted lines for writing. A single handwritten mark, resembling a checkmark or a stylized 'L', is present in the lower-middle section of the box.

32



There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

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