An example of a C grade answer- MEST3

A stronger Section A, but with an adequate Section B.

1. Not a fluent style and some repetition, but sound understanding and a number of points on how war represented in both products.

2. Proficient evaluation. Some repetition, but a range of appeals and sound MD and some theory applied. Some other e.g.s to support answer.

3. Again not fluent but proficient evaluation. Good media debates and issues, theory and wider contexts. Range of other e.g.s to support answer. Some sense of debate.

4. Some confused points and expression, but overall a sound answer. Sound focus on the question throughout. Sound media debates and issues and some wider contexts . Evidence of a case study is adequate and there are a number of individual examples to explain points made. Sound understanding of NDM.

1. The first media text product represents war as a game. Call of Duty is aimed for 17+ even thought it is explicit with the amount of digitally added blood but also in a way it promotes violence and war. An example of this would that the more people you kill the more points that you get and the higher levels that you will reach. Also media product 1 supports the hegemonic representation that war is violent and gruesome by allowing the players to kill their opponent. Also the dark colours is a sign and the signifier would be that it represents death and darkness to describe war. Another sign and signifier is the use of red to represent blood.
Media product 1 starts out by thunder explosions and rain so it allows the user/viewer to feel as if they are actually at war. All in all media product 1 represents war as gruesome, bloody. It has a hegemonic representation of what war is, however it adds a certain flare that leaves out the bad side of war as if you die you can try again. The hegemonic representations is war is bloody and in isolated places.

In media product 2 it represents war in a totally different way than media product 1 as is has narrative of president Bush talking about how they wish to bring the Iraqis water, food and electricity and peace, however you see footage of bad soldiers who kill 24 men, women and children killed due to a soldier who was killed by a roadside bomb. Also one of the Iraqi citizens say how they have no water and electricity also the clips in the beginning show a caotic Iraq. This text represents war in the soldiers view that is essential and something that has to be done. The citizens are afraid of it but more afraid of terrorists, 'the terrorists will kill us' according to an Iraqi woman in the trailer. The representation of war that the text is giving out is that war is bad and how the soldiers also don't want to be there, one soldier is seen crying as his friends were killed.
It is a pluralist representation as it can be argued that it shows a diverse representation it shows the terrorists, citizens and the soldiers some bad and good rather than the representation that all Iraqis are bad and the soldiers are good.

To summarise media product 1 shows war as fun as it encourages the user to compete with friends due to it being multiplayer, also it doesn't show the down side of war. An example of this would be the minute you kill someone your points go up so this results in desensitisation making the user open to such games that war will not be seen as bad to them.
In media product 2 it represents war as bad even though the Americans want to help it shows the fear war creates and the losses that will occur (a marine dying). And it creates moral panic.

2. The first thing to consider in this question is the audiences for both war films and war games are different therefore the appeal is different.

The appeal and audiences for war games is more late teenagers to early adulthood. The appeal would be competitiveness and interaction and social relationships (uses and gratifications theory) the reason for stating

the above is because the user is competing with peers to get on to higher levels, also this type of audience (especially with this trailer) for the game is that it is fast past editing so it draws in the attention quickly also the use of special effects would attract someone. Also through using this game you can interact with someone else whilst playing this game and play together.

Another reason would be for social relationships when buying this game you can later on start conversations or make friends through this topic.

The very fact that it is action based would be an appeal. One of the highest profiting games would be halo a war game. The reason for this is because the user was able to play the hero so another appeal is heroism. The audience of shocking war films is more adulthood, this is because even though it is action based there are similar to documentaries which would seem unappealing to younger audiences. The appeal to shocking war films is that it shows different representations of war due the number of them. After the Iraq war there was many documentaries and films that showed that due to war there was better progress in Iraq. Also the appeal could be that audiences seek to learn some information that as left out of the news in the film. An example of this would be the film black hawk down. The news showed that the americans were victims, however due to the information collected by the soldiers themselves they were chased by the civilians.

Another reason as to what is the appeal of such shocking war films to audiences is that the different representations show a hegemonic representation of war whereas another director will have a pluralist representation such as the battle for haditha by Nick Broomfield.

3. Control is necessary and a way to achieve this is censorship which exist today but more times, as if a user is exposed to violent images they become desensitised they would think that something is not violent even though it is because they have such things from a young age. An example of this would games such as the Simpsons where the viewers can hit people or simply beat them up. Another example would be tv programmes such as tom and jerry where it's aiming at children even though it is violent. As this countries audience will begin to think what they see is ok because they see no consequences to the behaviour submitted. An example would be grand theft auto game where you steal cars and kill people and take their money because there is no consequence they will think it is okay and repeat the behaviour seen (social learning theory) (bandua). This is seen as unrestricted access as anyone can play the game online or watch something online, therefore control is necessary to prevent easy unrestricted access to violent images.
Also due to the unrestricted access it has effected real world as there is more teenage crime, also the high school shootings in america shows the consequence of less control as they wanted to re act their game only in real life shooting whoever came through to the cafeteria.

However it can be also argued that we already have some control especially in tv + print. In tv you can parent lock a channel also violent mages can only come on at a certain time. Also with print due to the fact that anybody can pick it up, they have more control in their images and words.
New digital media can be controlled through blocking some sites as they do in schools, therefore there isn't unrestricted access to violent images. To sum up yes we need control as we do not know how the audience will react to the violent images that they see and how it effects them.

4.c. Developments in new/digital media mean that audiences can now have access to a greater variety of views and values. To what extent are audiences empowered by these developments.

Due to developments of new digital media audiences now have access to greater views + values. In this essay I will discuss how this is done, the possible positive effects and the negative effects.

A person who uses the internet is called a user, users use the internet for these reasons, to get up to date, to surf the internet, unlimited access, personalising + customising. The internet is dominated by the younger generation as they are more open to new technology and will most likely use it.

Users due to NDM now have access to more variety of opinion and views, this is better because traditional media platforms are owned by a few people who dominate what they print and the views. An example of this would be Rupert Murdoch and the Sun, he was against Neil Kinnock becoming PM as it was seen that Kinnock would win. The Sun printed an article that said if Neil Kinnock wins 'would the last person to leave Britain please turn out the lights'. The next day in the elections the conservatives won by a landslide, the Sun

then printed an article with the headline, 'it was the Sun what won it'. Nick Lacey said, 'we rely too much on traditional media ' which links with the above that the audience/readers rely too much on the traditional media. If there was NDM usage as there is today the newspaper article would not have made any changes, but because of it readers political ideology changed.

Due to the above Obama began an online campaign which was successful, he was well aware of the impact and influence that print and broadcast has so he turned to NDM. He did this by taking advantage of YouTube's free advertisement and he created a YouTube page for himself which on average has at least 400,000 viewers on each video of his during the campaign. This was good for audiences /users as they were not being influenced or subjected to just one view from print and broadcast media, but through his YouTube videos you saw a variety of views posted on the comments. Also on YouTube anybody can subscribe to it and post their own videos, an example of this would be a certain blogger who posted videos about her opinion on certain topics she now is one of YouTube's highest video view.

Also with print you are provided with a picture that is mediated for it to become something else. An example of this would be The sun printed a picture of Posh Spice slipping and said that she was drunk, however it was shown she tripped due to her heels not due to drunkenness. Roland Barthes said a photograph is invisible it is not it we see. This relates to the above photography especially in print it will not be the actual picture we are seeing but they want us to see.

Due to NDM we now have alternative news sites where we get the same news but different opinions of it from the mainstream views. By doing this the user has access to a variety of views and can choose from both sides, An example of this would be the bbc online talked about how in the US the Americans were financing a corrupt company. However on alternet.org the headline was very critical and also said how the american tax payer was subsidising a company with a history of deception and abuse.

Users and audiences have access to blogging sites such as Facebook with a wide variety of views and people over 400,000 people use facebook so you would have a variety of views.

A Marxist would argue that the mainstream will always dominate the NDM e.g. bbc online whereas a pluralist would say there is NDM for everyone.

NDM is now portable due to mobile internet access. Orange offers a deal with £10 top up for free internet access. It's also cheaper as you pay for broadband only which is cheaper than every day buying different newspapers for 'a variety'.

Due to twitter you can now post your views especially politically like celebrity Ian Somerhald did with the Gulf of mexico oil spill. He updated on the 25th May that here were 23 dead birds and 186 dead sea turtles and 12 dead dolphins and it was essential to call your senator or congressman which was effective as political figures visited the sites and agreed to send out more people to help the animals.

Also though hotmail by forwarding emails of a particular topic e.g. the Obama campaign emailed people about his policies and to donate this was more effective as it was your friends who were forwarding it to you and

through this he raised £6000. John Inppi said Obama's campaign was more effective as you choose to read it rather than having your tv interrupted.

Users can create their own sites to post their own opinions but you cannot do this with traditional media platforms as it is harder to do so and more expensive.

If I had more time I would have discussed the effects of not having a variety of views through censorship for example in North Korea.

NDM does mean that audiences can now have access to a greater variety of views and values as I have shown in my answer.