An example of a D grade answer – MEST3

1. Some sound analysis an evaluation of representation. However simplistic comparison of game as constructed and film as real. Overly descriptive at times and some points only lists and not developed.

2. Some higher level good evaluation points raises answer. Good critical autonomy. However weaker media issues, debates and theories

3. Sound level of points but limited range of points. Relevant media issues and debates and some wider contexts but remain vague and undeveloped. Loses focus on control.

4. A range of well chosen examples and clear evidence of a sound case study (although 'Black race' too vague)
Sound analysis of media products. Some theory applied.
However lacks secondary research to support points. Tends to focus on representation of individual characters rather than social group.
Weak media issues and debates and wider contexts, struggles to move beyond media products.
Main weakness is that the essay doesn't answer the question asked, there are some points that are relevant to the question, but no clear references to the question and this answer is an example of weaker answers that wrote everything they knew about their case study rather than focus on the question.

1. The two media products share very similar characteristics revolving around the subject of war. Media product 1 is a video game, which displays the connotations of violence, escapism and entertainment. This product has been created to resemble what happends in a war, however it enables the player to be involved safely and have a sense of what it is really like in a real war. The second product is laid out like a documentary, once again showing resembleance to a real war but in a dramatic way. Featuring George Bush in the film causes it to have a greater message to the viewers about war and how serious it is. Both products feature guns, violence, sadness, abandoned and destroyed buildings, soildiers, desert location, suffering and revenge. These are all associated with the connotation of a war and what the purpose is. Product 1 is shown to be a mission type war, meaning that the player has to achieve certain factors in order to progress within the game. This is a life like feature because certain targets have to be achieved in real wars. The second product is linked very closely with war. It shows a true to life representation of what it is like to live in a town during a war. It shows have quickly some one can be killed for a numerous amount of reasons. This film is based on a true story, which represents the true reflection of war. This is because it shows you a real life situation and enables the viewer to have an insight on the life of a soldier, or the life of a local villager in a war zone.
The mise en scene in the first product is very dark, rainy and miserable, which adds an extra element to the realistic war theme. The second product has a very realistic setting/location of a poor town, desert feature and broken communities.

2. Call of Duty has the connotations and values of being violent, thrilling and a great form of escapism. The primary audience for this game /series is males aged 17 – 35+/-. The main element that appeals to this audience is the power to kill and destroy. This gives them a sense of being powerful, strong and dominating within themselves. It also enables the player to escape from their real lives to experience the thrill of being in charge of killing and experiencing a virtual world. The game also has a factor of being competative and also creates a form of entertainment for the audience. Another main value of the game is the feeling of safety. The player knows that no matter what happends in the game, they personally will not have to suffer or feel any pain. That is a very large part of the fascination with war games because the players can experience the journey of being in a war, but they can do that from the comfort of their own homes. The same point also applies to the film battle for haditha. The viewers get to watch the real life struggles of a war without having to actually experience it. Another appealing factor for watching shocking war films is the education. It enables the

viewers to gain an understanding of what it is like to be in the middle of a war and can create social talk between viewers that share the same interests. Also the male viewers feel proud of their gender because the majority of soldiers shown in the product were males which follows the patriarchal hegemony theory that men are seen as the dominant gender. This is evident in the womans expression towards the soldier who is offering to help her.

3. The world wide web is an amazing tool for our world today. You can find out just about anything good or bad but can also have disadvantages also, an example being witnessing disturbing images or getting in to trouble on social networking sites. It is becoming more common now for the younger generations to be using the internet and the values that is has to offer. Most websites these days do require the user to be over 18 for example facebook or Youtube. However there are still sites that do not have restricted access to whatever material they have to offer but I feel control is necessary. Children are growing up too fast and the internet plays a major role in that but this is also combined with the influence of the media. However it is a lot easier to access violent images /content on the internet because the internet is becoming an easy resource for people of all ages. New media such as Facebook has the greatest amount of impact on the content that is uploaded to the internet. Anyone can have an account and have the freedom to add whatever material they like and also they can say whatever they like. Children as young as 8 have Facebook accounts which mean that they have immediate access to anything that is posted onto facebook. It was originally designed for people to stay in touch but today it is used as an extreme social networking site but as been exploded into a daily site for friends to communicate.

4. The representation of the Black race is rarely seen as a positive representation. In my essay I will be challenging the poor representation of the black race to show the portrayal in the media is not always right. The texts I have chosen to discuss are Precious, a film based around the life of a teenaged black girl , The # 1 ladies detective agency, which is a Tv series about a black lady detective and also a newspaper article from the Sun about a young boy known as Ganster kadeem.
In the film, Precious, the main character is a teenaged black girl named precious . she is shown to have a very under privaliged life, which follows the styotypical setting of the Ghetto and the often seen traits of a black community. This is shown through the opening scenes of the film where she is walking through the streets where she lives to get to school. This film very much follows Propps theory, in where there are specific characters seen within the film. The mother is shown as the villain, the school teacher as the hero and precious is shown as the one who needs rescuing.

The representation of the mother is very poor. She is shown to be a terrible mother who abuses her daughter and doesn't love her at all. Although the mothers representation is negative, I feel that Precious has a very positive representation. Throughout the whole film she is constantly trying to better herself so she can get away from her mother and be a strong and independent woman. This becomes evident when she stands up for herself against her mother. She refuses to be her slave no longer, which means that she does not follow the steyotypical role of a child / teenager and decides to give herself a better life.

In the TV series the #1 ladies Detective Agency, the main character Mme Ramotsue is shown as a very strong, independent and a role model for all women. She has and runs her own Detective Agency and does not need any form of help or guidance from a man. This gives the connotations that women can be strong and rejects the theory of patriarchal hegemony completely. The positive representation shown in this programme is unique. Compared against the music videos of today where women are seen as sexual object for the male gaze, shown in 50 Cent's video for Candy shop. This is the total opposite of that video which defeats the steyotypes of black female's in our society today.

Another platform I am going to discuss is the internet. An example of black representation is shown on the internet in a news article about a young boy. He used the internet as a way of expressing himself, which ended up in him sadly being murdered. He made use of the website Youtube to broadcast his Gangster traits to other gang members. Ganster Kadeem is what he was known as but he followed the connotations of a

young school boy throughout his school days. He has the representation of being intelligant, driven and motivated in his school life but was very different on the internet. This gave him a sense of identity in the cyber world and enabled him to create who he wanted to be on the internet. This is a major disadvantage with the internet because anyone could create their own personalities and no one else would think they were someone different. The gangster theme has become a moral panic within todays society mainly focusing around Black Gangsters. This is shown in a Daily mail article about Gun Crime and race. However, the media create a massive story our of crime especially if they have black people involved which causes the negative representation of black people within the media.

In conclusion, I feel that I have expressed a positive representation of the Black race, especially women, throughout my essay.