

Centre Number						Candidate Number				
Surname										
Other Names										
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General Certificate of Education
Advanced Level Examination
June 2010

Media Studies

MEST3

Unit 3 Critical Perspectives

Tuesday 15 June 2010 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.
- Fill in the boxes at the top of this page.
- Answer **all** questions in Section A and **one** question from Section B.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all planning 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 good English
 - organise relevant information clearly
 - use specialist vocabulary where appropriate.
- You will also 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.

Advice

- You are advised to spend one hour (including 15 minutes' viewing time) planning and writing your answers to Section A.
- You should spend 1 hour planning and writing your answer to Section B.

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
SECTION A SUB-TOTAL	
4	
TOTAL	



JUN10MEST301

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 viewings you should make notes in response to the questions below in the space provided. These notes will not be marked.

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

Media Product One – The game play trailer for *Call of Duty*

The trailer is the fourth instalment of the *Call of Duty* game series, which was released in the UK in November 2007. The trailer was widely available, including online and on television. It is a first person shooter game and can be played by a single player or as a multi-player online game. It is available on all main platforms, PC, Xbox 360, PlayStation 3 and Nintendo DS.

The action is contemporary and is set in multiple locations, including the Middle East and Russia. The events take place from the point of view of a British SAS soldier and a US Marine. It was one of the top selling games globally in 2007.

Media Product Two – The cinema trailer for *Battle for Haditha*

The film had a limited release in cinemas in the UK in October 2007 and was subsequently broadcast on Channel 4. It was directed by Nick Broomfield, a British documentary maker and was co-produced by Channel 4 Films.

Set after the invasion of Iraq, it is a fictionalised account of events in November 2005, in Haditha in Iraq, where 24 men, women and children were killed. They were allegedly shot by four US Marines in retaliation for the death of a US Marine killed by a roadside bomb. It interweaves three narratives, linking the story of the young Marines, the two roadside bombers and the Iraqi people living nearby. The cast is predominantly amateur, including ex-soldiers and Iraqi civilians.

- 1 How do the two media products represent war? (8 marks)

- 2 What is the appeal to audiences of such shocking war films and war games? You may refer to other media products to support your answer. (12 marks)

- 3 Some media research has raised concerns about unrestricted access to violent images. Do you think control is necessary? You should refer to other media products to support your answer. (12 marks)



You may make notes on pages 3, 4 and 5. These notes will not be marked.

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You may make notes on pages 3, 4 and 5. These notes will not be marked.



You may make notes on pages 3, 4 and 5. These notes will not be marked.

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Turn over for the next question

12

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Dotted lines for writing.

12

Turn over for Section B

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Section B

You should answer **one** question only from Section B.

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

You will be rewarded for detailed reference to media products and from your own individual case study.

Write the question part reference in the box provided.

EITHER

Representations in the Media

- 4 (a)** “1Xtra, MTV Base and ZeeTV are all hugely popular. But whenever I watch these channels, all I see is a ghetto... Nobody wants to be in the ghetto, OK? We all want to live in the mainstream.”
(Lenny Henry in a speech to the *Royal Television Society, Guardian News and Media Ltd, 2008*)

Why would the group or place you have studied want to be represented in the mainstream media?

(48 marks)

OR

- 4 (b)** A dominant representation is one which is repeated across the media over time and so are the values that it carries. Discuss.

(48 marks)

OR

The Impact of New/Digital Media

- 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?

(48 marks)

OR

- 4 (d)** Why and with what success are traditional media institutions adapting to the challenge posed by new/digital media?

(48 marks)

END OF QUESTIONS



You may make notes on this page. These notes will not be marked.

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Write the question part reference in the box provided.

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