

Teacher Resource Bank

A-level Media Studies

MEST3: Exemplar Script June 2011

Candidate 3 – Grade A



Notes

product 1

- RnB stars - popular music.
- current song.
- alcohol / party.
- trainers - clothing.
- colourful fashions
- paint on the walls.
- first scene darkness
→ party. - House.
- up beat music - dancing
Fun → everybody jumping
- Graffiti - skateboarding
Fireworks
- adidas logo used throughout.
- Risk taking - poker
- Dancing
- pool - fun - alcohol
- Close up camera angles. → feet → jumping
- low lighting.
- Slow motion jumping
- trendy.
- motorbikes.
- Bright colours.
- Katy Perry David Beckham attractive.

product 2

- dark room.
- girl on her own.
- Sick in the hair
- Short skirt - heel broke.
- make up smudged down her face.
- Soul music → eric
- Rip in top.
- normal house. → plain walls etc.
- camera following girl.
- Bright yellow skirt
- wine → heel broke.
- Reverse → coming home alone.
- Rhetorical question. makes you think.
- start of music.
- attractive girl - young 18 year old.
- fashionable.

0 1

Media product ~~3~~ one represents young people with a fun and lively appeal of the advert. The main theme throughout is the house party representing young people as possibly enjoying alcohol. Also the advert, due to the current music with a beat the people are dancing to represents young people as always being attracted to a party or fun. Furthermore the use of the game, poker in the advert represents young people as maybe attracted to risk and money. Also the fireworks and graffiti could also suggest that young people are risk takers. However the use of graffiti and the painting of the walls could also represent young people as creative always discovering and showcasing their art. ^{*writing in with originality at the end} Similarly the use of celebrities in the advert suggests addidas is representing all different kinds of ^{young people} ~~celebrities~~, attracted ~~to~~ by different ~~celebrities~~ aspects of media (sport, music).

Media product number 2 however represents young people as possibly too outrageous in their drinking to end up with the consequences of being sick, make up smudged etc. Also the young girl wearing a ripped top showcasing her bra, a short skirt and a lot of make up suggests young people; especially females are going out, vulnerable to sexual assault. The broken heel and wine spilled down the top suggests that young people are drinking too much when it comes to drinking, i.e not celebrating it such as

media product one.

Good eval of rep, with detailed referenc

L3(6)

0 2

Seemingly shock tactics such as those in media product two are so often used ~~to~~ to create a new form of discipline to young people. If a younger audience is to be shocked and appalled by what could happen it is less likely that they ~~will~~ do it. For example the rhetorical question at the end of the product forces an audience to question the behaviour and

thus question whether it is worth it. This is also exemplified in smoking adverts *eg* which they show what could happen. Usually the images are of a disgusting nature; similar to the being sick in product two that an audience may think twice about doing it *A* again.

Furthermore it can be argued that however much control the media has over us there is a tendency that if an advert tells us not to do something we may do it - i.e. *more passive* or ignore it *alt-together*

MS younger audience. Thus the need to shock and appall an audience *by* showing them reality may be more eye opening for them and thus more effective. *(MS) A*

Also it can be argued that on television and through films audiences (particularly younger audiences) are ~~more~~ desensitised when it comes to violence and gory

MS/MS images, thus a shocking campaign may need to be more effective in order to get the message across.

Moreover the usage of a young girl

with such shocking elements such as being sick in her hair, make up smudged and clothes ripped means it can be ~~transmitted~~ aired on any network and any platform appealing to a wider audience. The young girl not only resembles teenagers but also appeals to parents of young adults possibly showing them what is right out for their child leads too.

Profound eval of INT + relevant eg L3 (7)

03

mc ✓

Arguably the usage of online marketing to target a youth audience is of extreme value as younger audiences are becoming more and more internet friendly. The increase of using social networking sites for example has increased dramatically for younger audiences. This is therefore of value to online marketing so they can not only display web pages but also advertise on ~~is~~ social networking sites

eg ✓

such as facebook. For example online marketing ~~for~~ for the celebrities in media product one as David Beckham and Katy Perry use twitter to communicate with their younger audiences. Thus a large part of being so popular and recognised in product one will be due to their online marketing.

eg

✓

Also in product one the value of using online marketing by xbox live is extremely high as nowadays a vast majority of teenage boys use an xbox and therefore it is another way to integrate their marketing through something

A (600) that may be used everyday.

Similarly a computer is again used every day in a person's home or the internet via a mobile phone. Through the development of smart phones the internet has become more accessible

wc ✓ and thus used more regularly. This therefore gives online marketing a greater value as it can be seen more frequently giving **✓** the ~~product~~ product more exposure. Also the new development of the smart phone is particularly targeting a youth audience as it becomes not only an 'accessory' but also means younger audiences can access their social networking much quicker, creating a faster communication between **wc ✓** the producer and audience.

Good eval of wc + relevant eg

L3 (9)

06

The development of new/digital media has created a global village through the internet meaning with everybody able to access the internet it allows a larger communication outlet. Also the impact of social networking sites has meant that information can be passed to its audiences quicker than ever before.

MM/A ✓

Facebook for example allows people to express their views and opinions by updating 'Status' and allowing to comment to each other. The advantage of this is it is completely free and allows expressionism and freedom of

eg



M/D ✓

Speech as audiences can comment on anything they choose.

eg

However the implications of this was evident in Libya as groups of possible radicalists ^(active audiences) are able to form groups and possibly use it to create violence or go against the government system. This ~~was~~ therefore lead to the internet being shut down in Libya to prevent the potential threat.

M/M/A ✓

Nonetheless social networking sites enable ~~at~~ audiences to share photos and post news as soon as they hear it. The advantage of this is it allows friends and family to share your life with you creating a quick and easy communication.

M/D ✓

However this could lead to a moral panic as potential pedophiles are able to create a pretend profile and befriend younger audiences.

M/D/M ✓

This could lead to threatening circumstances for younger children as ~~is~~ on Facebook you do not have to be of a certain age. Foursquare is also an example of creating danger for yourselves, as an application lets everybody on Facebook know whereabouts you are, again possibly attracting stalkers.

eg

However social networking sites such as Twitter are an easy way for celebrities to communicate with fans. The celebrity can tell people what they've been doing or advertise their latest product (song/album/film) eg?

eg

MO ✓
ey
w/ MO ✓
creating more attention and therefore advertising for that celebrity. However in recent news the Ryan Giggs scandal is an example of the disadvantage of twitter. As a person twittered who the scandal referring to a famous footballer was, it reached the audiences and media although there was a super injunction. This is an example of possibly too much freedom of speech, enabling people to go against the law.

ey ✓
A / MO ✓
Another advantage of social networks is the use of advertising creating facebook pages etc. for example V festival (virgin media festival) creates fan pages updating audiences with announcements and artists playing. This is a quick way to communicate information to audiences thus allowing active audiences to comment on these announcements. However the disadvantage of this is that print media and radio broadcasts are no longer needed as much as all information is accessed by digital media. Similarly the use of advertising for big businesses which generate enough exposure to be advertising on social networks ~~is~~ could be putting smaller, ^{more} local businesses at risk of closure.

(MS)
Nonetheless facebook does allow any kind of marketing for businesses possibly attracting a new audience thus creating more business. Also it is

an advantage for consumers on social networks to try out new businesses such as restaurants and places of interest. Not only this but it enables people to express their thoughts and opinions on these places, possibly creating ~~more~~ ^{more} consumers. ~~more~~ ~~more~~ ~~more~~

nom/A ✓

Also social networking sites do allow music to be shared more easily. For example the ability to watch music videos on youtube create a new type of audience for that particular artist/band. The music watched is then able to be shared on facebook allowing another audience to watch it. This creates a mass amount of attention for that video thus possibly increasing their recognition in the music industry.

eg

eg

nom ✓

✓

However the disadvantage of this is that with the ability to illegally download music now from youtube, as it creates attention but not sales for the artist. An example of this is now with the ability to download legally and illegally music, cd sales have fallen dramatically resulting in the music chart being combined with the download chart. Evidently the increase in illegal downloading of music is putting the music industry at risk.

wc/MD ✓

MD ✓

wc/MD ✓

Nonetheless the popularity of youtube allowing people to upload their own views and opinions or talents creates a massive attention for them. An example

ey ✓ of this is Justin Bieber who has become an overnight teenage popstar after posting videos of himself singing and then being scouted by a music agency.

M2 ✓ However the disadvantage of this is a copycat audience may proceed to do the same thing believing you can achieve overnight fame. Also this can create cyber bullying as people can comment hurtful things in answer to your video, potentially creating

M0 ✓ psychological distress for that person

nonetheless the cultivation theory could apply to social networking sites as the ability to speak freely of opinions could mean people may take in these views and

M ✓ ~~lead to~~ radical behaviour. This also suggest us westerners are afraid of

M ✓ terrorist attacks and afraid of 'the other' of which we fear that because of the rapid communication between groups and people via social networking we fear potential terrorist attacks could become more frequent

M0/M ✓ and on a larger scale.

F ✓ In conclusion the development of new digital media has changed the way in which audiences receive information as ~~no longer~~ the media ~~controls~~ no longer controls our

M0/M ✓ speech. The massive popularity of social networks means audiences can now communicate their own information

possibly creating radical implications as a potential threat.

Write the two digit question number *inside* the boxes next to the first line of your answer

Answer

Leave blank

ICS with a ^{wide} range of eqs

Good focus on Q

Good + some more sophisticated und of IOT/WC

Good und of NOM.

Comprehensive

L4 3 (42)



Write the two digit question number *inside* the boxes next to the first line of your answer

Answer

Leave blank

global village → social networking sites
facebook → opinions + views. ✓ x
Twitter creates outlook for celebs ✓ x
V festival.
music.
businesses
Justin beiber.