

Teacher Resource Bank

A-level Media Studies

MEST3: Exemplar Script June 2011

Candidate 4 – Grade C



104

Examiner's Initials

For Examiner's Use

44

Paper Reference:
M E S T 3

Examination Date:
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Centre Number:

Candidate Number:

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Surname:

Other Names:

Your Signature:

I declare this is my own work.

Write in the white box how many answer books you have submitted
Please write the Paper Reference and your Centre Number and Candidate Number on each book and tag them together if possible

Total 44

INSTRUCTIONS TO CANDIDATES

- Use black ink or black ball point pen. Do not use pencil or gel pen. Do not use correction fluid.
- Write the information required in the spaces above. Complete in BLOCK CAPITALS.
- Use both sides of the paper. Write only within the white areas of the book.
- Write the question number in the two boxes provided in the left hand margin at the start of each answer e.g. 0 1
- If you make an error when writing the question number, fill in both boxes completely and write the question number in the space immediately below the boxes you have filled in.
- Leave at least two line spaces between each answer.
- Do all rough work in this answer book. Cross through any work that you do not want to be marked. Do not tear out any part of this book. All work must be handed in.
- If you run out of space in the answer book, ask the Invigilator for a second answer book. Complete all of the information required in the spaces on the front of the second answer book.



AB 16

Close up of graffiti paint Adidas brand Originals shoe
Remix of old song retro ethnicities celebrity endorsed
~~irresponsible drinking~~ Urban city life alienating
more suburban younger people making them
aspire faster paced style living glitter skate parks
no drinks in shot
tobacco motorbikes throwing popcorn falling in a bath
dining in pool. Arguably TOKENISM
shot of girl's leg
website at end

Irresponsible drinking vomiting short skirt big
middle class house white slim girl
basking in mirror looks important.

01

Media Product One uses a very stereotypical repertoire of elements for a product aimed at ~~you~~ the youth; like the Adidas Originals themselves the ~~best~~ semiotics in this ^{to the youth} advert have been being used to sell for decades. The makes assume the iconography of using tattoos, motorbikes and spray paints in the first opening shots appeal to the youth because they are semiotics of being bad, ~~as~~ implying that they assume young people aspire to have this sort of urban lifestyle, and as the viewer assumes from the relentless purreying of the advert that they are a fun and hip brand for fun and hip people. As shown on the advert, these people fall ~~out~~ into baths, throw glitter around and are having so much fun that they don't make any

sort of deal when David Beckham and other famous people turn up at their house party. Young people are represented as either being or wanting to be "bad" or have fun and be irresponsible/carefree (clearly the handprints on the wall aren't going to come off by themselves). There is also a lot of tokenism; every shot seems to have been carefully made to ensure there is an equal ratio of black people to white people. This implies young people who wear Adidas will consequently have an "eclectic" mix of friends from different backgrounds. Media Product Two however, focuses on one white young girl.

Product Two represents the youth as being irresponsible too; the vomiting, torn tights, smeared make-up etc. ~~The~~ The short skirt might indicate or imply the girl is seen as provocative perhaps making the representation of young white girls look negative and ~~that~~ sexually up ~~it~~ experienced. However, unlike the urban settings of Product One this girl seems to live in a spacious middle-class house which might ~~emphasise~~ have been used to reach to a wider audience.

Just sufficient eval of rep with references L3 (5) 14

0 2 Shock tactics capture a reader's attention and enforce to deliver a message strongly and emotively. Dyer's Star Theory is manipulated by the American ~~can~~ advertisement campaign for young people to drink and eat more products with calcium, as it shows close up shots of celebrities, some in suggestive poses, with unflattering



~~emphasis~~ or humorous emphasis on the milk round their mouths. ~~with~~ Perhaps the best manipulator or Queen of shock tactics is Lady Gaga, who generates interest from the media reporting on her "shocking" outfits such as the dress made to look like meat at the 2011 MTV Music Awards. Shock tactics when done well gets people interested allowing them to pass or recommend the product by tweeting, "liking" or emailing online and sometimes making it viral. The music industry is full of "shock" tactics such as the 4/11 release of silence last year that was made in hope to stop the X Factor from taking the Christmas Number One spot. It ~~is~~ assumes the more shocking, the more people will talk about it and the more people will search for the product. Shock tactics for some of the time then can be nothing but publicity stunts, made to sell products, and like Lady Gaga reach the three types of platform, because of the interest generated.

eg

eg

A/WC ✓

eg

A/MO ✓

MO ✓

0 3

eg

wc ✓

eg

Range of points
Proficient eval of MO, with eg 1-3 (8)

Online marketing is particularly effective with a youth audience. On social networking sites like Facebook, on Youtube, and on Tumblr or Flickr users can "like" or "tweet" or email ~~text~~ or download links passing on what they have viewed to their friends with one click. Because websites gain a high income and profit from their advertisements, sites or blogs with a younger audience such as www.NME.com will advertise for products also aimed at a similar audience. If a young person shops

online or sign up to for example a music venue's, comedian's etc. newsletter, they will receive emails in the future about newer products/news. This allows the audience to be active and engage more in their interests such as voting on the Brit Award website or MTV website for their favourite artists to win awards.

A/wc ✓

wc ✓

eg

Calvin Klein launched a controversial campaign for their perfume *One* in which fake email addresses of the models in the advert were put at the end of print advertisements which furthered the model Kate Moss's career and was a huge success in the late 1990s. Adequate eval of wc, with eg (6)

0 7

Depending on the year, the four major music labels can hold between a 50% and 75% share in the entire music industry, being behind at least 50% of all music sold. However, due to the rise of illegal downloading, in 2008 it was predicted that the music industry would have shrunk from its previous \$14.2 billion in 2000 to \$9 billion in 2012.

wc ✓

wc ✓

eg

eg

The rise in digital new media has allowed bands and artists to get recognised such as Justin Bieber posting online videos of himself on youtube or bands such as Arctic Monkeys creating their own Myspace pages enabling anyone to access their music. However, it is estimated that between 60 to 70% of artists in the music industry attended either a private or stage school or both and although rock or indie bands might sign to



independent labels because the label liked their songs on Myspace, the independent labels are owned by the majors; EMI, Warner Music, Sony BMG and Atlantic Records. In short, they may well be alternative i.e. think Sub Pop which is most famous for Nirvana or ~~the~~ Rough Trade which includes The Smiths and The Strokes, but ultimately they are then owned linked to the larger and extremely powerful major label. Sony BMG holds a 25% share in the whole music market.

In 2006, the company was sued over \$10 million by the state of New York for what is known in the industry as "payola" which is paying DJs and promoters to play their artists' music. To a company that owns a quarter of the world's music sales, this fine wasn't ~~as~~ ^{in the least} threatening. However, EMI who used to have The Beatles before they formed their own Apple Records label have been in huge debt, most likely due to their most successful artists' legal case against them demanding unpaid royalties. The agreements weren't made public but the following year Warner Music launched a takeover bid for the company which would have created the world's largest label. This illustrates the hegemony and hierarchy in the music industry that in some ways seems to be so hegemonic that it has cast a blind eye to the democratic opportunities you might assume the rise in digital new media would bring.

However, global giant Apple is set to



eg Launch the digital storage system that can be accessed on any and everything with an internet connection, the iCloud this year following Google's simpler version, Beta eg music, that failed to reach any agreements with the major labels. In hope of inflating the slowly deflating music industry, the four majors have agreed with Apple to split revenues 30:70, the iCloud is long as they provide an advance that will be used for marketing and promotional costs of \$150 million. There should already be 200 million definite customers that will have their system automatically updated to iCloud, as they have Apple iTunes and app accounts.

eg Sites such as Vero.com and youtube also advertise other artists from the same label on the webpage, again illustrating the Th hegemonic nature of the music industry. eg Fansites, Facebook pages, Last.fm pages are all set up by people on the label to garner more interest and keep fans up-to-date. A popular method the labels use to help promote a less established artist is to agree with a magazine, blogger or newspaper to have an interview with one of their bigger stars if they agree to review or recommend one of their more (9) unknown artists.

mom In conclusion, the new digital media might mean artists from the middle of nowhere or with no fans yet can get signed but ultimately they still need



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

Answer

Leave blank

The funding to come from people further up in the industry.

Struggles to focus on Q, but is some focus ⁱⁿ overall argument. We often remains as list of factual knowledge, rather than used to answer Q, but is adequate. IOT/We throughout, some good.

Adequate use of MAM

ICS, with a number of general egi

~~62-24~~

L3 (25)

