



General Certificate of Education  
Advanced Level Examination  
January 2012

## Media Studies

## MEST3

### Unit 3 Critical Perspectives

Wednesday 25 January 2012 9.00 am to 11.00 am

**For this paper you must have:**

- an AQA 16-page answer book.

#### Time allowed

- 2 hours (including 15 minutes' viewing time)

#### Instructions

- Use black ink or black ball-point pen.
- Write the information required on the front of your answer book. The **Examining Body** for this paper is AQA. The **Paper Reference** is MEST3.
- Answer **all** questions in Section A and **one** question from Section B.
- Do all planning in the answer book. Cross through any work that 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 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.
- You will also be marked on your ability to:
  - use good English
  - organise information clearly
  - use specialist vocabulary where appropriate.

#### Advice

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

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

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

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### Media Product One – An advert for DJ Hero 2

DJ Hero 2 is a music video game that uses a turntable-controller to simulate a DJ while players follow the actions on screen. It was developed by FreeStyleGames, published by Activision and released in October 2010. It can be played on PlayStation 3, Xbox 360 and Nintendo Wii and has an age rating of 12. In DJ Hero 2, players progress through the game by completing tasks. They can mix tracks, scratch, sample, sing and rap. Compared to the first DJ Hero game, DJ Hero 2 has more multiplayer features, and allows more freestyle play such as mixing between tracks and adding original effects. The website marketed the game with tracks from, “the biggest artists in pop, dance and hip hop including: Lady Gaga, Kanye West, Chemical Brothers, Dr. Dre, Rihanna”. In February 2011, production of both DJ Hero 2 and Guitar Hero was stopped because of a decline in sales.

### Media Product Two – An advert for Xbox 360 Kinect

Microsoft’s Kinect is a hands-free motion control system designed as an add on for Xbox 360 and was released in November 2010 in the UK. Players do not need a hand controller, but control the game by using their body movements and voice. Kinect is in competition with Sony’s PlayStation Move controller and Nintendo’s upgraded Wii MotionPlus. It was launched with fitness and party based games, such as *Kinect Sports*, *Dance Central* and *Your Shape: Fitness Evolved*. Microsoft claimed: “Whether you’re a gamer or not, anyone can play and have a blast ... Kinect promises a gaming experience that’s safe, secure and fun for everyone.” Kinect holds the Guinness World Record as the fastest selling consumer electronics device ever, based on sales between November 2010 and January 2011.

#### Question 1

0	1
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 Consider how the two adverts use *mise-en-scène* to sell a lifestyle. (8 marks)

#### Question 2

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 Gaming culture is often represented negatively. How is this being challenged?  
You may also refer to other media products to support your answer. (12 marks)

#### Question 3

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 Why do media institutions celebrate new technology to market their products?  
You should refer to other media products to support your answer. (12 marks)

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**Section B**

Answer **one** question from this section.

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

You will be rewarded for showing independent study by using:

- your own individual case study topic
  - your own individual choice of media products.
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**EITHER**

**Representations in the Media****Question 4**

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 How are stereotypes used by media producers and why are they so popular? *(48 marks)*

**OR**

**Question 5**

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 Audiences are now too sophisticated to be taken in by negative and stereotypical representations. Do you agree? *(48 marks)*

**OR**

**The Impact of New/Digital Media****Question 6**

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 Although new and digital media may promise audiences more freedom, it does not necessarily give them more power. Discuss. *(48 marks)*

**OR**

**Question 7**

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 New and digital media is creating one global culture. Do you think that this is true? *(48 marks)*

**END OF QUESTIONS**

**There are no questions printed on this page**