

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
SECTION A SUB-TOTAL	
5	
6	
TOTAL	



General Certificate of Education
Advanced Subsidiary Examination
June 2015

Media Studies

MEST1

Unit 1 Investigating Media

Friday 22 May 2015 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 that you do not want to be marked.

Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- You will be expected to show 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 relevant information clearly
 - use specialist vocabulary where appropriate.

Advice

- You are advised to spend 1 hour 15 minutes (including 15 minutes' viewing time) planning and writing your answers to Section A.
- You should spend 45 minutes planning and writing your answer to Section B.



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MEST1

Section A
Texts, Concepts and Contexts

Answer **all** questions in Section A.

Read the information and the four questions below.

You will be shown a media product **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 **15 minutes** answering **each** question in Section A.

You should support your answers with evidence from the media product.

You are about to see the live-action trailer 'Epic Night Out' for 'Call of Duty: Ghosts', globally released via a range of media platforms on 5 November 2013.

Made to promote Activision's tenth instalment of its first-person shooter game franchise, the trailer follows four friends who embark on an action-packed adventure through a decimated Las Vegas of the future. It features a cameo appearance by Hollywood star Megan Fox, as well as the song on the soundtrack 'I'm Gonna Live Till I Die' by the famous American singer Frank Sinatra.

"Even people who will never buy our game, I want them talking about our advertising and our product," said Tim Ellis, Activision's Chief Marketing Officer. "That is the way you build a cultural juggernaut that sustains itself year after year."

To date, 'Call of Duty: Ghosts' is the most played next-generation console game on both Sony's PlayStation 4 and Microsoft's Xbox One. On the Xbox One alone, there have been over 1 billion multiplayer matches played since the game's launch.

- | | | | |
|----------|------------------------------|---|-------------------|
| 1 | Media Forms | How is camerawork used in the trailer to show the excitement of playing 'Call of Duty: Ghosts'? | [12 marks] |
| 2 | Media Institutions | How are links with other brands and media products used in the trailer to promote 'Call of Duty: Ghosts'? | [12 marks] |
| 3 | Media Audiences | How does the trailer attempt to appeal to a male audience? | [12 marks] |
| 4 | Media Representations | How is gun violence represented in the trailer? | [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 Section B

12

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Section B
Cross-Media Study

Answer **one** question from this section, using material from your cross-media study.

Answer **either** Question 5 on page 15 **or** Question 6 on page 21.

You should spend approximately 45 minutes planning and writing your answer.

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



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