



General Certificate of Education
Advanced Level Examination
June 2015

Media Studies

MEST3

Unit 3 Critical Perspectives

Friday 5 June 2015 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 **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 are advised to spend **one** hour planning and writing your answer to Section B.

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.

After these viewings you are advised to spend approximately 45 minutes answering the questions in Section A.

Media Product One – Moving image: ‘I Do’ – advertisement for the Nexus 5 smartphone.

Media Product Two – Moving image: ‘What’s Your Identity?’ – short film by Bluefish TV.

Product One is an advertisement, entitled ‘I Do’, for the Nexus 5 smartphone. Marketed globally by Google, the phone is promoted as being ‘Made for What Matters’ and is a low price competitor to top end smartphones such as Apple’s iPhone and the Samsung S5. The advertisement was used to support the launch of the Nexus 5 in October 2013 and gained immediate notoriety with the inclusion of a gay couple in its montage of weddings. By August 2014 the advertisement had received over two million hits on YouTube.

Product Two was created and distributed by Bluefish TV, a Texas-based Christian video company. Bluefish TV have produced over 600 short films designed to be used to support Christian teaching aimed at young people at meetings and gatherings. In addition to being available by download from the Bluefish TV site, many of the films are available on YouTube. This film, entitled ‘What’s Your Identity?’ is heralded as a ‘dramatic thought-provoking illustration [that] will inspire people to question what really makes up their identity’. By August 2014 it had received 9,000 hits on YouTube.

Question 1

0	1
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 Contrast the techniques used by each product to communicate its message. **[8 marks]**

Question 2

0	2
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 In what ways are issues of personal identity presented in the media?
You may refer to other products to support your answer. **[12 marks]**

Question 3

0	3
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 How important is it to media producers that audiences adopt a positive attitude to the use of new and digital media?
You must refer to other products to support your answer. **[12 marks]**

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

Identities and the Media**Question 4**

0	4
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Access to social media has empowered people to assert their true identity. Does evidence from your case study suggest that this is the case?

[48 marks]

or

Question 5

0	5
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“To argue that audiences have their identities shaped by the media they consume is simply to insult them. People are much smarter than that.” Does your case study indicate that people are ‘much smarter than that’?

[48 marks]

or

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

0	6
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One of the great benefits of new and digital media is that they have enabled audiences to set their own agenda in terms of how they use the media. Does evidence from your case study support this view?

[48 marks]

or

Question 7

0	7
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“We stand for a single internet where all of humanity has equal access to knowledge and ideas.” Hillary Clinton, former United States Secretary of State, January 2010.

Does your case study suggest that new and digital media have made a positive contribution to humanity?

[48 marks]

END OF QUESTIONS

There are no questions printed on this page