

Teacher Resource Bank

GCE Media Studies

MEST3: Specimen Question Paper and Mark
Scheme Exemplar



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| Centre Number | | | | | | Candidate Number | | | | |
| Surname | | | | | | | | | | |
| Other Names | | | | | | | | | | |
| Candidate Signature | | | | | | | | | | |

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| For Examiners Use | |
| Examiners Initials | |
| Question | Mark |
| 1 | |
| 2 | |
| 3 | |
| SECTION A SUB-TOTAL | |
| 5 | |
| 6 | |
| SECTION B SUB-TOTAL | |
| TOTAL | |
| | |



General Certificate of Education
Advanced Level Examination
Specimen Paper

Media Studies

MEST3

Unit 3 Critical Perspectives

Specimen Paper

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 from Section A and **one** question from Section B.
- You must answer the questions in the spaces provided. Answers written in margins or on pages provided for notes will not be marked. If you need more space, use the additional pages at the back of the booklet and carefully number the question you are continuing.
- Do all rough work in this book. Cross through any work 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 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 an appropriate form and style of writing
 - organise relevant information clearly and coherently
 - use specialist vocabulary where appropriate.

Advice

- You are advised to read the question paper carefully for the first two minutes.
- You are advised to spend 1 hour (including 15 minutes viewing time) writing your answer to Section A.
- You should spend 1 hour planning and writing your answer to Section B.

SECTION A

Read the information and the questions below.

You will be given approximately **15 minutes** to study and make notes on the two texts. These notes will not be marked.

You should spend **45 minutes** answering all three compulsory questions.

You are about to watch two media texts:

ITV News

The title and opening sequence of the *ITV News* at 10 on 5 November 2008, the day Barack Obama was elected President of the USA.

ITV is the biggest commercial television network in the UK. The *ITV* Network is made up of 15 regional licences, providing television to viewers across the UK. Eleven of the licences in England and Wales are owned by *ITV Plc*, formed in 2004 following the merger of *Carlton* and *Granada*. Programmes from *ITV* are provided by *ITV's* in house production unit and by the independent production companies. *ITN* creates and supplies news content for *ITV* news. It claims to be 'one of the world's leading independent content providers for digital and broadcast platforms' (www.itn.co.uk). It provides news across a range of platforms, including TV, radio, mobile and online.

YouTube

The first page of search results from *YouTube* for 'Obama president' on 5 November 2008.

YouTube was founded in February 2005. It claims to be 'the premier destination to watch and share original videos worldwide' (www.youtube.com). *YouTube* allows people to easily upload and share video clips across the Internet through websites, mobile devices, blogs and email. It argues that '*YouTube* is empowering them to become the broadcasters of tomorrow' (www.youtube.com). In November 2006 *YouTube* was purchased by *Google*. *YouTube* has partnership deals with content providers such as *CBS*, *BBC*, *Universal Music Group*, *Sony Music Group*.

Click on the link below to view the video exert

www.youtube.com 5 November 2008 (search: Obama president)

Due to copyright restrictions, AQA is unable to provide copies of these media excerpts.

1. How do the two texts represent black Americans? (8 marks)
2. How do *ITV1 News at Ten* and *YouTube* use different platforms to inform their audience? You may also refer to other media texts to support your answer. (12 marks)
3. What were the advantages of Barack Obama using the internet as a marketing tool? You should answer with reference to other media texts. (12 marks)

You may make notes on pages 3 and 4. These notes will not be marked.

You may make notes on pages 3 and 4. These notes will not be marked.

1 How do the two texts represent black Americans?

(8 marks)

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TURN OVER FOR NEXT QUESTION

2 How do *ITV1 News at Ten* and *YouTube* use different platforms to inform their audience?
You may also refer to other media texts to support your answer. (12 marks)

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TURN OVER FOR SECTION B

SECTION B

You should answer **one** question only.

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

You will be rewarded for detailed reference to media texts and from your own individual case study.

Enter the number of the question in the box provided

EITHER

4a) Critics have accused the mainstream media of tokenism and stereotyping by creating extreme and exaggerated representations. To what extent is this true for the group or place you have studied? *(48 marks)*

OR

4b) Media representations rarely challenge the dominant values of society nor do they give a voice to those with little power. To what extent is this true for the group or place you have studied? Why? *(48 marks)*

OR

4c) The development of new/digital media means the audience is more powerful in terms of consumption and production. Discuss the arguments for and against this view. *(48 marks)*

OR

4d) "The new generation of UK media power players are going straight to their audience via the web" *www.mediaguardian.co.uk* Monday July 14 2008.

How have media institutions responded to the opportunities offered by new/digital media? *(48 marks)*

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

Question
Number

Handwriting practice area consisting of 20 horizontal dotted lines.

A page containing 25 horizontal dotted lines for writing, spaced evenly down the page.

There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED.**



General Certificate of Education

Media Studies 2570

MEST3 Media: Critical Perspectives

Specimen Mark Scheme

SECTION A Total 32 marks

This section assesses the following assessment objectives:

AO1 demonstrate knowledge and understanding of media concepts, contexts and critical debates.

1. How do the two texts represent black Americans? (8 marks)

Level 4 7- 8 marks

- A sophisticated and detailed analysis and evaluation of both texts, showing very good critical autonomy.
- Demonstrates sophisticated knowledge and understanding of the media representations within both texts.
- Detailed and sophisticated application of the concepts and critical debates.
- The answer is well structured, articulate and engaged.

Level 3 5-6 marks

- A proficient analysis and evaluation of both texts, showing good critical autonomy.
- Demonstrates good knowledge and understanding of the media representations within both texts.
- Proficient application of the concepts and critical debates.
- The answer is well structured and clearly expressed.

Level 2 3-4 marks

- A sound analysis and evaluation of both texts, showing critical autonomy.
- Demonstrates adequate knowledge and understanding of the media representations within both texts.
- Sound application of the concepts and critical debates
- The answer is mostly well structured and expressed.

Level 1 1-2 marks

- A basic analysis of the text(s).
- Demonstrates some knowledge and understanding of the media representations within the text(s).
- Basic application of the concepts and some critical debates.
- Meaning may be obscured at times by weaknesses in written communication.

Level 0 0 marks

- Mostly descriptive and/or irrelevant answer.

- 2. How does ITV News at 10 and You Tube use their different platforms to inform their audience? You may also refer to other media texts to support your answer.**
(12 marks)

Level 4 10-12 marks

- A sophisticated and detailed analysis and evaluation of both texts, showing very good critical autonomy.
- Detailed and sophisticated application of the concepts and critical debates and issues.
- Supports answer with a wide range of examples from other texts.
- The answer is well structured, articulate and engaged.

Level 3 7-9 marks

- A proficient analysis and evaluation of both texts, showing good critical autonomy.
- Proficient application of the concepts and critical debates and issues.
- Supports answer with a range of examples from other texts.
- The answer is well structured and clearly expressed.

Level 2 4-6 marks

- A sound analysis and evaluation of both texts, showing critical autonomy.
- Sound application of the concepts and critical debates and issues.
- Supports answer with examples from other texts.
- The answer is mostly well structured and expressed.

Level 1 1-3 marks

- A basic analysis of the text(s).
- Basic application of the concepts and some critical debates or issues.
- Meaning may be obscured at times by weaknesses in written communication.

Level 0 0 marks

- Mostly descriptive and/or irrelevant answer.

3. What are the advantages of Barack Obama using the internet as a marketing tool?

You should also refer to other media texts to support your answer. (12 marks)

Level 4 10-12 marks

- A sophisticated and detailed analysis and evaluation of both texts, showing very good critical autonomy.
- Detailed and sophisticated application of the concepts and a wide range of critical debates and issues and wider contexts.
- Supports answer with a wide range of examples from other texts.
- The answer is well structured, articulate and engaged.

Level 3 7-9 marks

- A proficient analysis and evaluation of both texts, showing good critical autonomy.
- Proficient application of the concepts and a range of critical debates and issues and wider contexts.
- Supports answer with a range of examples from other texts.
- The answer is well structured and clearly expressed.

Level 2 4-6 marks

- A sound analysis and evaluation of both texts, showing critical autonomy.
- Sound application of the concepts and a number of critical debates and issues and wider contexts.
- Supports answer with examples from other texts.
- The answer is mostly well structured and expressed.

Level 1 1-3 marks

- A basic analysis of the text(s).
- Basic application of the concepts and critical debates and issues and some wider contexts.
- Meaning may be obscured at times by weaknesses in written communication.

Level 0 0 marks

- Mostly descriptive and/or irrelevant answer.

SECTION B Total 48 marks

This section assesses the following assessment objective:

A02 Apply knowledge and understanding when analysing media products and processes to show how meanings and responses are created.

Question 4

- 4. (a) Critics have accused the mainstream media of tokenism and stereotyping, creating exaggerated and extreme representations. To what extent is this true for the group or place that you have studied? (48 marks)**

Level 4 37- 38 marks

- A sophisticated and comprehensive discussion and evaluation, showing very good critical autonomy.
- Sophisticated and detailed application of knowledge and understanding of critical debates and current issues about media representations. A clear focus on tokenism, stereotyping and exaggerated and extreme representations.
- Answer is supported by a wide range of examples. The use of the candidate's individual case study shows detailed evidence of independent study.
- The answer is well structured, articulate and engaged.

Level 3 25-36 marks

- A proficient discussion and evaluation, showing good critical autonomy.
- Proficient application of knowledge and understanding of critical debates and current issues about media representations. Focuses on tokenism, stereotyping and exaggerated and extreme representations.
- Answer is supported by a range of examples. The use of the candidate's individual case study shows clear evidence of independent study.
- The answer is well structured and clearly expressed.

Level 2 13-24 marks

- A sound discussion and evaluation, showing critical autonomy.
- Sound application of knowledge and understanding of critical debates and current issues about media representations. Focuses mainly on tokenism, stereotyping and exaggerated and extreme representations.
- Answer is supported by examples. The use of the candidate's individual case study shows adequate evidence of independent study.
- The answer is mostly well structured and expressed.

Level 1 1-12 marks

- A basic discussion and some evaluation.
- A basic of application of knowledge and understanding of critical debates and current issues about media representations. Some focus on tokenism, stereotyping and exaggerated and extreme representations, but may lack focus on the question.
- Answer is supported by some examples. The use of the candidate's individual case study shows some evidence of independent study
- Meaning may be obscured at times by weaknesses in written communication.

Level 0 0 marks

- Mostly descriptive and/or irrelevant answer. Little focus on the question.

4. (b) Media representations rarely challenge the dominant values of society, nor do they give a voice to those with little power. Discuss. (48 marks)

Level 4 37- 38 marks

- A sophisticated and comprehensive discussion and evaluation, showing very good critical autonomy.
- Sophisticated and detailed application of knowledge and understanding of critical debates and current issues about media representations. A clear focus on representations and power.
- Answer is supported by a wide range of examples. The use of the candidate's individual case study shows detailed evidence of independent study.
- The answer is well structured, articulate and engaged.

Level 3 25-36 marks

- A proficient discussion and evaluation, showing good critical autonomy.
- Proficient application of knowledge and understanding of critical debates and current issues about media representations. Focuses on representations and power.
- Answer is supported by a range of examples. The use of the candidate's individual case study shows clear evidence of independent study.
- The answer is well structured and clearly expressed.

Level 2 13-24 marks

- A sound discussion and evaluation, showing critical autonomy.
- Sound application of knowledge and understanding of critical debates and current issues about media representations. Focuses mainly on representations and power.
- Answer is supported by examples. The use of the candidate's individual case study shows adequate evidence of independent study.
- The answer is mostly well structured and expressed.

Level 1 1-12 marks

- A basic discussion and some evaluation.
- A basic application of knowledge and understanding of critical debates and current issues about media representations. Some focus on representations and power, but may lack focus on the question.
- Answer is supported by some examples. The use of the candidate's individual case study shows some evidence of independent study
- Meaning may be obscured at times by weaknesses in written communication.

Level 0 0 marks

- Mostly descriptive and/or irrelevant answer. Little focus on the question.

4. (c) “The new generation of UK media players are going straight to their audience via the web.” (www.mediaguardian.co.uk 14th July,2008).

How have media institutions responded to the opportunities offered by new/digital media? (48 marks)

Level 4 37- 38 mark

- A sophisticated and comprehensive discussion and evaluation, showing very good critical autonomy.
- Sophisticated and detailed application of knowledge and understanding of critical debates and current issues about new/digital media. A clear focus on media institutions and their response to new/digital media.
- Answer is supported by a wide range of examples. The use of the candidate’s individual case study shows detailed evidence of independent study.
- The answer is well structured, articulate and engaged.

Level 3 5-6 marks

- A proficient discussion and evaluation, showing good critical autonomy.
- Proficient application of knowledge and understanding of critical debates and current issues about new/digital media. Focuses on media institutions and their response to new/digital media.
- Answer is supported by a range of examples. The use of the candidate’s individual case study shows clear evidence of independent study.
- The answer is well structured and clearly expressed.

Level 2 13-24 marks

- A sound discussion and evaluation, showing critical autonomy.
- Sound application of knowledge and understanding of critical debates and current issues about new/digital media. Focuses mainly on media institutions and their response to new/digital media.
- Answer is supported by examples. The use of the candidate’s individual case study shows adequate evidence of independent study.
- The answer is mostly well structured and expressed.

Level 1 1-12 marks

- A basic discussion and some evaluation.
- A basic application of knowledge and understanding of critical debates and current issues about new/digital media. Some focus on media institutions and their response to new/digital media, but may lack focus on the question.
- Answer is supported by some examples. The use of the candidate’s individual case study shows some evidence of independent study
- Meaning may be obscured at times by weaknesses in written communication.

Level 0 0 marks

- Mostly descriptive and/or irrelevant answer. Little focus on the question.

- 4. (d) The development of new/digital media means the audience is more powerful in both consumption and production. Discuss the arguments for and against this view. (48 marks)**

Level 4 37- 38 mark

- A sophisticated and comprehensive discussion and evaluation, showing very good critical autonomy.
- Sophisticated and detailed application of knowledge and understanding of critical debates and current issues about new/digital media. A clear focus on the power of the audience in both consumption and production in new/digital media.
- Answer is supported by a wide range of examples. The use of the candidate's individual case study shows detailed evidence of independent study.
- The answer is well structured, articulate and engaged.

Level 3 5-6 marks

- A proficient discussion and evaluation, showing good critical autonomy.
- Proficient of application of knowledge and understanding critical debates and current issues about media representations. Focuses on the power of the audience in both consumption and production in new/digital media.
- Answer is supported by a range of examples. The use of the candidate's individual case study shows clear evidence of independent study.
- The answer is well structured and clearly expressed.

Level 2 13-24 marks

- A sound discussion and evaluation, showing critical autonomy.
- Sound application of knowledge and understanding of critical debates and current issues about media representations. Focuses mainly on the power of the audience in consumption and production in new/digital media, although may concentrate mostly on consumption or production.
- Answer is supported by examples. The use of the candidate's individual case study shows adequate evidence of independent study.
- The answer is mostly well structured and expressed.

Level 1 1-12 marks

- A basic discussion and some evaluation.
- A basic application of knowledge and understanding of critical debates and current issues about new/digital media. Some focus on the power of the audience in consumption or production in new/digital media, but may lack focus on the question.
- Answer is supported by some examples. The use of the candidate's individual case study shows some evidence of independent study
- Meaning may be obscured at times by weaknesses in written communication.

Level 0 0 marks

- Mostly descriptive and/or irrelevant answer. Little focus on the question.