

Media Studies

OCR GCE in Media Studies H140

Unit G322 – Exemplar Answer and Commentary – Candidate C – Low Level Answer

**16 PAGE
ANSWER BOOK**

GCSE, GCE, VCE and GNVQ Examining Bodies

[illegible]

- Use blue or black ink or ball-point pen.
- Write the information required in the spaces above.
- Use both sides of the paper.
- Write the question number in the left-hand margin.
- Rule a line across the page after each answer.
- Do all your rough work in this answer book and cross through any work you do not want marked. Do not tear out any part of this book. All work must be handed in.
- Write the numbers of the questions you answer in the order attempted in the left-hand column of the boxes opposite.
- Check that you have written the information required on each additional sheet used and have attached each sheet to this book.

Write here how many additional sheets you have used (if any).

Question
number

Leave
blank

Mise

Ran away from home
Scotland

Countryside

Teenager

Crashes Car

because she is unable
to drive &

possibly Royal blood
of Scotland as

the title would suggest
& (Monarch of the Glen)

Family issues

Still at school

Sound

Guitar. Drums

Slow

violin

Sad Brass instruments

happy Scottish string
instruments for when
he's working give ener-
getic feel

Change in the music

non Diegetic

Ambient sound of

Car Crashing

Edit

Cross Cutting of the
man working and the
girl packing her things

Shot Reverse Shot (Man and
girl)

Camera Shots

LS Lake and trees

Low angle shot of man
to show superiority

~~Cross Cutting of him
working and her running
away~~

- 1 ~~The Extract is set in Scotland you can tell~~ The Extract is set in Scotland where a Girl is Obviously Staying ~~to~~ with another family. It is soon Discovered she has ~~run~~ ^{run} away from home and is not the Age she has Claimed to be. It hints ~~towards~~ ^{before} we (the audience) are even told. When she hesitates whilst driving a car that she says she can drive. She then Crashes and it is made apparent that she ~~can't~~ ^{can't} ~~cannot~~ drive. The Family discover her age and she is asked to pack her things. She results in having a tantrum and storming off, this is what you would expect to see from a teenage girl in that situation. It is soon discovered the girl has ~~run~~ ^{again} away. This is another Trait that we would expect to see from a teenager. The man "Paul McDonald" is the ~~older~~ ^{like} character who is ~~in a way~~ the father figure to the girl he is shown as a cliché Man of the house character. He works as some kind of builder as he is shown at the beginning carrying tools. When he finds ^{out} the girl has lied to him he reacts in a way that most teenagers can relate ~~to~~ ^{towards} ~~about~~ their parents. So there is a good use of verisimilitude in this extract that gives you something that both parents

Not
tech
detail

and teenagers can relate to.

Sound

The ~~Sound~~ non-diegetic music in the extract ~~of~~ gives a feel of vintage Scottish music which is played as the older males are shown working in the extract. It is also very lively and active. So the music is relating to the older working males in the clip. When the girl is packing her bags the ~~at~~ lively music fades and violins or ~~flutes~~ flutes start playing this makes the scene feel very sad but also resembles a lullaby or much more child like theme which relates to the girl's age. The camera shots also help in representing the age of characters ~~for~~ for example when the girl and the man arguing the camera seems to be at a lower angle of the man making him bigger and show his superiority as an adult whereas the girl is viewed at a ~~low~~ higher angle looking down on her representing inferiority as a teenager. What the girl wears is used to great effect also as she dresses like a stereotypical teenage girl. In conclusion the extract uses the story of a teenager who's run away, camera angles and sound to give an accurate representation of age.

Camera

mise en
scene

Basic und tech → rep
minimal evid

GA
egs
E

2. The Media Area I have Studied is local news papers The Morecambe visitor to ~~be~~ ^{be} precise. Now know as only The Visitor it was Originally founded in 1874 and was intended as a Weekly list of visitors to the Sea Side resort and town of ~~the~~ Morecambe. It now Supplies Weekly news to the local Community in and around Morecambe. In its 44 page mininum spread you can read ~~to~~ lots to do with Sport in the area, Crime, Weddings and lots more. In recent years ~~the~~ technology has grown and newspapers have been deemed a dying breed. By? ~~in~~ This is thought because of television, ~~and~~ radio and the internet but newspapers have been around for about 200 years so I doubt this is going to be the last time we see news papers. As ~~the~~ the newspaper in order to survive has had to addapt and one of the medias thought to be killing news papers is ~~is~~ actually working to ~~its~~ its advantage.

The Visitor now has its own website which has not only updated the way it can tell the news but also increase its potential target audience as a younger generation ~~uses~~ uses the internet more the website is www.Thevisitor.co.uk it gets 12,000 hits a month and can broad cast news daily where as a paper is made

Weekly. This is not to say that newspapers won't be sold anymore as the website assures it by using the ~~the~~ technique of cross-trailing. This means that the website can advertise news that is exclusive to the paper and the paper can advertise the website's address. So technology has actually helped the distribution of the visitors papers.

Every thing is now done electronically in the producing of news papers they are now sent digitally through computers to the factory in which they are printed where as 50 years ago they would of been delivered manually to the factory to be printed. This means more papers can be distributed in half the time. ~~Also phones are~~ Also mobile phones and digital cameras are put to use news can travel through the phone to a reporter who can then report it straight away and images can be digitally sent in to be used in the paper these are all ways in which newspapers are being assisted and helped.

In conclusion ~~now~~ I feel the visitor local news paper is distributed and produced in a way deemed worthy of times we live in using technology that would have thought to have been killing off papers but local news papers are a lot more likely to survive than national

papers as local people need to know
about Community News and The visitor
news paper provides that.

~~Life is Local - Johnston and press~~
Life is Local - Johnston press Motto ~~owner~~
Conglomerate owner of local newspapers
including The visitor.

Basic und of tech → rep GAA
basic
for ~~market~~ evd egs
6

Candidate C, Question 1

The introduction to this candidate's response is descriptive of what happens in the extract (P3) and the continued prose on Page 1 lacks technical detail and is a descriptive commentary of the extract.

There is attention to technical details, though there is an attempt to discuss verisimilitude. On page two there is a minimal engagement with the concept of sound:

“Non-diegetic music in the extract gives a feel of vintage Scottish music, which is played whilst the older males are shown working in the extract. It is also very lively and active. So the music is relating to the older working males in the clip” (P4)

There is some basic language and understanding in explanation and analysis used by the candidate. This point is developed further on page 4 showing some competence.

There are hefty omissions in the technical considerations given in the answer. The response is basic with some competence in the understanding of sound and the construction of age representation. A full range of examples has not been used.

Explanation/analysis/argument – Low Level 2

Use of examples – High Level 1

Use of terminology – Low Level 2

Candidate C, Question 2

The choice of text in the candidate's response does not allow the opportunity for the candidate to fully respond to the question set. There is some very assumptive points being made, which demonstrates basic knowledge and understanding:

“In recent years technology has grown and newspapers have been deemed a dying breed.” (P5)

There is an attempt to describe the contents and there is minimal argument, without substantiated exemplification:

“The newspaper in order to survive has had to adapt and one of the medias (reference to the internet) thought to be killing newspapers is actually working to its advantage” (P5)

On page 6, there is some basic knowledge and understanding of the newspaper industry, rather than any attempt to focus on detailed examples the candidate may have chosen to study.

There is also little comment on newspapers in an **on-line age**, which is a requirement of the rubric of the question set. This answer is basic and in places shows minimal understanding of the media area studied.

Explanation/analysis/argument – Low Level 2

Use of examples – Low Level 2

Use of terminology – Low Level 2

This candidate's combination of levels achieved have managed to meet the raw mark for an E grade for this paper.