

Candidate A –Music Industry

Question 1

The candidate's response is immediately focused on addressing class and status. The candidate ranges across different technical areas with accurate terminology, integrating analysis of mise-en-scene with the reference to camera shot and types and the use of sound.

The analysis of class and status is developed further in relation to the female character. This juxtaposition is central to the candidate's response as it elucidates a contrasting position on class and status. This analysis is cemented by the reference to editing and the 180 degree rule and the use of the shot reverse shot. Importantly the candidate links the technical aspects of the drama extract to class and status.

Relevant examples from each of the four technical areas are mobilised– especially on sound and editing. The candidate is also discriminating with which parts of the extract to address – they do not attempt to cover all of the scenes or action in the extract but elect to illustrate the issue of representation with key examples, for example the meeting with the female character in the castle and the duelling sequence in the marketplace –a perfectly legitimate approach given the time available for the question.

This response justifies low level 4 for all three aspects- explanation, analysis, argument (EAA), Terminology (T) and use of examples (EG)

Question 2 – Music Industry

The response immediately sets about addressing the set question. Knowledge and understanding is contemporary, factual and accurate. The candidate is clearly in command of the issue of institution and ownership in discussion of Sony and Bertelsmann Media group. Examples of existing artists and independent record companies such as SugarShack records help offer contrast. The candidate develops the EAA by exploring the significance of music in the online age and web 2.0 and the use of iTunes and Spotify. This is subsequently linked to the methods used by independent bands' marketing and distribution and how the audiences are targeted.

The question is addressed throughout and there is proficient use of examples, whilst illustrating how the music industry is being transformed with audiences moving away from physical CD sales to downloading music. Again there is excellent use and command of media terminology.

High level 3 for examples, level 4 for terminology and EAA.

# Candidate A

## Music Industry

Question  
number

1 Mise-en-scene The broom in the prince's hand, it is unexpected... The status of the lord, in comparison to Merlin... Refer to clothing

There is an establishing shot of what looks to be like a castle  
The main character referred to as Merlin is dressed in relatively dirty  
clothing, which could emphasise that he is working class.  
In comparison to this there is a relatively attractive woman dressed in  
a purple dress, however, when she is perceived in a mirror she is very  
old and grey...  
The lord of the castle is dressed, completely different to Merlin,  
to emphasise they are different classes...

Leave  
blank

The magic...  
The metal sharp object prevents  
Merlin from getting hurt...

180° rot, and over the shoulder shot are used  
eye level angle, and similar dithing...

Leave  
blank

Editing

The shot, reverse, shot at the end...

There is a shot, reverse, shot at the beginning of the young lady and Merlin...

There are quick cuts, and the editing is just paced to emphasise that there is some form of activity going on, the music works in conjunction with the pace of the editing...

There is a parallel edit, in which the audience presume the same scene is happening at the same time, as the previous one...

There are multiple cross-cuts, to emphasise that the location has changed to a new one...

There are loads of quick cuts going on / happening...

Camera work

The angle of the lord, in comparison to Merlin...

There is a close-up of Merlin's face at the beginning, to emphasise that he is relatively scared

The mid-shot, of Merlin walking through the castle; he seems out of place, as the audience wouldn't expect a man like him to be in this particular vicinity...

The mid-shot of the elegantly dressed woman, in comparison to her looking into the mirror...

The lord is surprised when Merlin challenges his authority

The three shot, and low angle of the lord / king, displays his superiority within the extract

The extreme close-up of the person's eye-glowing / emphasises that he may be a wizard

Sound

The sound starts off relatively slow, and then when he is caught by the woman to be looking in her room, there is a louder sound, to emphasise that Merlin knows he has done something wrong...

The way they speak in comparison to one another, is different, whereas the woman speaks in a more posh way, Merlin speaks as if he is a working-class person...

The sound gets quicker when Merlin and the prince are fighting, to emphasise that there is ~~fast~~ fast-paced editing being used...

The loud sound of the young woman looking in the mirror, builds up response



The music stops when he is speaking to the prince...

The ambient ~~sound~~ sound of the people in the background, when Merlin challenges the prince's authority...

There is up-beat music displayed when Merlin is fighting the prince...

Sound bridges, dear every time there is a cut

round of the prince falling over a bucket...

Contrapuntal sound...



1. The ~~extracts~~ extract constructs the representation of class and status, through four key areas. Camera work, editing, sound and Mise-en-scene.

The extract introduces an establishing shot, of what can be seen as a castle. There is a young male, dressed in relatively dirty clothing, which could emphasise the idea that he is working class.

This highlights the idea that he is out of place, as the audience wouldn't expect a working-class figure to be walking around the proximity of a castle. Following this shot, there is a cut to a room, in which we can

see the male character looking around through the use of a ~~grid~~ grid-shot.

There is an extreme-close up of his hand about to pick up, what seems to be a straw object in the shape of a human. This could emphasise the idea that the man is a wizard and use it to his advantage. The ~~music~~ non-diegetic music is very loud, which displays the idea that something bad is about to happen.

There is a ~~work~~ work-cut to a woman, who is perceived from a ~~mid~~ mid-close up. She looks very attractive, and seems to be wearing very elegant clothing.

This could ultimately emphasise that she may be a princess, or at least part of the bourgeoisie. The up-beat music gets a lot louder, as the camera

pans her movement, in which the audience can see her approaching the same room, as the male character, Merlin is in. The 180° rule is maintained

to maintain the continuity of the extract. The scene ~~now~~ now cuts to the woman's face, in which we can see she is star struck; through her facial expressions.

that what seems to be a peasant, is snooping through her room. The shot then changes into a shot, reverse, shot, in which the audience can see the male dropping the stolen object, and is relatively scared, which is perceived through a close-up. At first, it is relatively surprising, as in TV programmes and films, the woman is the one that usually panics. This could ultimately emphasise that she has authority, and is of a higher class, in comparison to him who could be her subordinate. This could also be highlighted through the use of the high angle focused on the male, in contrast to the woman who is captured from a low angle. Their use of dialogue when they speak to one another is completely different, whereas she is more posh and elegant, he is dirty, and has a restricted code of speech.

However, there is a quick cut to a mirror, in which the non-diegetic music gets louder, when she says, 'what are you doing in my room'. The audience can clearly perceive the woman is old, as the use of a mid-shot displays that when she is looked at in the mirror, her true identity, as what could be perceived as a witch is revealed. Merlin quickly runs out the room, in which the camera tracks his movement, to emphasise that he is panicking and scared about his current discovery. There is a cross-cut, to an outside location, in which the extract manipulates time, because it only takes Merlin 2 seconds to get outside.

Merlin seems to be familiar with this current location, as there are quick cuts, that display that there are working-class people walking around, and working around this particular area. Following this particular shot, is a three shot, of three well dressed men, in elegant clothing to highlight that they are part of the bourgeoisie. There is a shot, reverse, shot, between the most elegant looking character, and Merlin, in which during this 2 minute conversation, the elegant, more dominant figure insults Merlin multiple times, to portray that he is dominant over Merlin. The camera angle on what seems to be the prince is low, in comparison to Merlin's angle which is high. This could display these differences in both status and class.



However, when Merlin challenges his authority, and insults the prince back. The prince takes a gasp of breath, as he is surprised that Merlin had the courage to stand up to him. This can be seen through the close-up of the prince's face. In which the ambient sounds of the working-class people provoke the prince and make him angry. There is an extreme-close up of the prince's hand holding a mace, which portrays the idea that anyone who challenges his authority will face the consequences. The prince throws the mace to Merlin, in which he seems relatively unfamiliar with it through the use of a mid-shot displaying him having trouble trying to wield this particular prop.

There is <sup>non-diegetic</sup> contemporary music, while the prince and Merlin are swinging the mace at one another. The music is fast paced, which helps to create suspense, as the audience do not know what is going to happen. The quick cuts, complement the idea that they are trying to harm one another, through the use of close-ups, and mid-close-ups to display their anger to watch one another. The music gets quicker as when Merlin falls to the floor, and is vulnerable, as he is not protected by any metal plate clothing in comparison to the king who is. The lighting turns from bright to dark, to emphasise that Merlin is in danger. Although, there is an extreme-close up to his eye, in which it changes from dark brown, to bright orange. ~~A hand~~ A sharp object moves from one direction to another to prevent Merlin from getting hurt. This could ultimately highlight that he is a wizard as well as the elegant woman, in the previous scene.

The scene continues to a bit in which the prince falls down, and is now perceived from a high angle, to display that Merlin's role, and the prince's role has now been reversed, in which Merlin now has authority. However, the working class crowd cheering diverts Merlin's attention away from the prince. This allows the prince to get up, and use the nearest object to him (broom) to knock down Merlin, in which the camera tilts to follow his movement. Now the two characters' roles are now reversed back, and the prince now

has authority. Although the object in the prince's hand is one that people would not expect a prince to use, which could display that he lives in a working-class surrounding. Merlin gets up, and there is a shot, reverse, shot between the prince and the Merlin, so we are at an eye-level angle to one another, which could emphasise that this working-class figure (Merlin) is now on an equal level to the prince. The <sup>non-diegetic</sup> music now stops to emphasise that they are no longer fighting, and are on speaking terms with one another.

In conclusion, the use of camera work, sound, editing and Mise-en-scene helps to construct the representation of class and status in a number of various ways. For example, the working class are perceived as relatively poor people, who are brave and possess courage, as seen by Merlin's heroic actions. In comparison, the upper class are perceived as people who have a lot of authority, and expect people to conform to their rules.

Indices, Majors, Merchandise, we need a, web 2.0

2. The music industry relies heavily on both marketing and distribution, to successfully allow them to generate revenue to carry on producing music. The relationship between institutions and audiences, can be described as negotiated and circular. This therefore emphasises that whereas institutions create and distribute music, they rely on audiences downloading and listening to their music through digital technology such as the world wide web.

Currently, major companies such as Sony promote their ideas on digital technology, such as TV and the world wide web, so that therefore a wide-scale audience, can see their new ideas. In which they hope to make a return on the money they invested into different forms of promotion. They have successfully achieved 3.1% of market share, the previous year. This is the first time anyone has ever beaten Warner. Reasons for their increase



in success include then merging with Butterfly, which ultimately allowed them to gain the help of other organisations, and to get extra funding which they can put into the production of new songs for artists and groups, such as Beyonce Knowles and Coldplay. These two artists / groups in particular successfully achieved over 10 million CD sales, in the previous ~~year~~ ~~year~~ ~~year~~ year. This emphasises that because of the creative marketing and distribution techniques used by Sony, they were able to generate revenue, in order to satisfy both their needs and expectations, as well as their audience's needs.

Similarly, the independent band, left side of the brain, currently owned by Sugar Shack records, have been renowned for creating music through 'we media', for a small amount of money. And distributing it online, in which they make a massive return. As displayed in the Kerrang Magazine. The use of web 2.0, has also advanced this band, as well as their owners. This is because it allows audiences to download their music in a quicker amount of time, on internet websites such as iTunes, and Spotify. This clearly emphasises that they have been very satisfied with the results they have made, due to these two types of digital technology and their brilliant marketing and distribution ideas.

Furthermore, the independent band Slipknot promote and distribute their products in a number of various ways. I.e. at events they sell merchandise such as T-shirts and wristbands, to a wide-scale audience. This, in particular has ~~increased~~ made people more aware of their band, and has allowed them to generate revenue, in order to carry on producing music in the long run. The increase of merchandise sold by Slipknot increased by over 61%, in the previous ~~year~~ ~~year~~ year. This ultimately emphasises the fact that their ideas appeal to many various audiences. Very recently, I have been to a Slipknot concert, which realistically I enjoyed very much, and got my money's ~~worth~~ worth. At the end of the concert they promoted their ideas by handing out free wristbands, which effectively was very appealing. As it highlighted that I don't only get an



affordable ticket, but also free merchandise. This displays the idea that their band can afford to give out free merchandise to make their audience more aware of their ideas.

Alternatively, without good production practices, in situations <sup>may</sup> not be able to produce songs that will appeal to a wide audience, and by therefore doing this, will not be able to generate expected revenue. For example, EMI did not have good production ideas, and because of this, it has been one of the many reasons for their downfall, as a result of their CD sales dropping by over 61% in the year 2008. This ultimately emphasises that as well as marketing and distribution, institutions will also have to consider good production practices, as a major aspect of their business.

Furthermore, the development of web 2.0, has been used to the audience's advantage. As they can now distribute past and current songs on to illegal websites such as file share and file share 2.0. This has effectively contributed in the 2.6 billion illegal download sales made over the past year. As a result of this it has ultimately affected the band's ~~offspring~~, in a number of multiple ways. From selling 16 million albums with their rock 'n' roll, in 2008. To potentially being forced to split up as a result of audiences choosing to download illegally, as an alternative to buying music of websites such as iTunes and Spotify.

In conclusion, distribution and ~~now~~ marketing will offer advantages media products, as well as ~~dis~~advantages them. Although, as a result of audiences using illegal downloading to their advantage, it will seriously affect marketing and distribution, as well as good production practices in the long run.