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Candidate Signature										



General Certificate of Education
Advanced Subsidiary Examination
January 2009

Media Studies

MEST1

Unit 1 Investigating Media

Thursday 15 January 2009 1.30 pm to 3.30 pm

For this paper you must have:

- Insert to accompany Section A (enclosed).

Time allowed: 2 hours (including 15 minutes reading 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 in Section B.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 80.
- In this paper 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 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.

For Examiner's Use	
For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
TOTAL	



SECTION A**TEXTS, CONCEPTS AND CONTEXTS**

Read the information and questions below.

You should then spend approximately 15 minutes studying the media product and making notes on it. These notes will not be marked.

You should then spend approximately 15 minutes answering each question in Section A.

Support your answers with evidence from the media product.

The enclosed insert shows a reproduction of a magazine advertisement for Microsoft's Xbox 360, published in *The Guardian Weekend* magazine on Saturday 24 November 2007.

The advertisement was part of a campaign to promote the Xbox games console to a middle-class family audience in the run up to Christmas. At the time the Xbox 360 was in direct competition with a number of other brands such as Playstation 3 and Nintendo Wii.

You should bear in mind that the advertisement is constructed to look like a magazine article.

A preview of the questions is below. After you have studied the media product and made notes on it, write your answers in the spaces provided starting on page 6.

Media Forms

- 1 How does the advertisement imitate the layout of a magazine article?
(12 marks)

Media Representations

- 2 How are games console users represented in the advertisement?
(12 marks)

Media Institutions

- 3 What is communicated in the advertisement about the Xbox 360 brand and the experience it offers?
(12 marks)

Media Audiences

- 4 What techniques does the advertisement use to appeal to middle-class professionals who read *The Guardian*?
(12 marks)



You may make notes on this page

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You may make notes on this page



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1 Media Forms

How does the advertisement imitate the layout of a magazine article?

(12 marks)

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TURN OVER FOR NEXT QUESTION

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2 Media Representations

How are games console users represented in the advertisement?

(12 marks)

Dotted lines for writing answers.



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TURN OVER FOR NEXT QUESTION

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3 Media Institutions

What is communicated in the advertisement about the Xbox 360 brand and the experience it offers?

(12 marks)

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TURN OVER FOR NEXT QUESTION

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4 Media Audiences

What techniques does the advertisement use to appeal to middle-class professionals who read *The Guardian*?

(12 marks)

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SECTION B

CROSS-MEDIA STUDY

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

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

EITHER

5 To what extent do the media products in your case study do more than just entertain their audience(s)?

In your answer you should:

- Provide a brief outline of your case study
- Consider how far the media products in your case study also inform, educate and provide opportunities for interaction and participation
- Support your answer with reference to examples from three media platforms.

(32 marks)

OR

6 Consider the reasons media products from your case study are present across a range of media platforms.

In your answer you should:

- Provide a brief outline of your case study
- Discuss the advantages for producers of each media platform
- Support your answer with reference to examples from three media platforms.

(32 marks)

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

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MEDIA STUDIES
Unit 1 Investigating Media

MEST1

Insert

Text for use with **Section A**.

Advertisement for Microsoft's Xbox 360, published in *The Guardian Weekend* magazine on Saturday 24 November 2007, by *The Guardian*, London.

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Advertisement for Microsoft's Xbox 360, published in *The Guardian Weekend* magazine on Saturday 24 November 2007, by *The Guardian*, London.

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MEST1

Fun for everyone!



Thought Xbox 360 was just for teenage kids with ninja skills? Think again. Xbox 360 is for anyone, and when anyone can play, everyone can...

SUGGEST A BOARD game after your Christmas dinner and you're likely to be pelted with sprouts and beaten senseless with a turkey drumstick. But fire up your new Xbox 360 for the movie quiz **Scene It? Lights, Camera, Action** and you'll have to hire bouncers to secure your seat on the family sofa.

With the best line up of over **300** games this Christmas, there's a massive range on Xbox 360 that will suit kids, adults, friends and family of all ages. Rock out in **Guitar Hero III: Legends of Rock**, dip into the massive selection of mini-games in **Viva Pinata Party Animals**, or

team up as your favourite heroes from any of the Episodes in the hilarious co-op action game **LEGO Star Wars: The Complete Saga**. These and hundreds more titles are accessible to anyone and fun for all on Xbox 360.



£199.99* XBOX 360 ARCADE Family console + 5 great games



Xbox 360 is great value too – for just **£199.99*** you get the ultimate in modern family entertainment. This new Arcade bundle, with stunning **HDMI** connection, not only includes the Xbox 360 plus a **Wireless Controller**



and a **Memory Card** to save games, but also arrives with five fabulous family games so you have everything that you need to jump straight in... (*ERP)

Co-op play!



ASK XBOX 360!

Do you really have 300 games this Christmas?
Yes, at least 300. There really is something for everyone.

But aren't the games a bit too serious?
Not at all! Although Xbox 360 is still the first stop for the biggest blockbusters like Halo 3, FIFA 08, Project Gotham Racing 4, and Call of Duty 4: Modern Warfare, there are hundreds more games like Scene It?, Guitar Hero III, LEGO Star Wars, Viva Pinata Party Animals, Bee Movie, Disney Pixar's Ratatouille, Crash of the Titans, Dancing Stage Universe, The Simpsons Game and Rock Band, which anyone can pick up and play.

Are all these games out for Christmas then?
All except Rock Band, which you should pre-order now for 2008. Rock Band will let budding artists play drums, guitars and sing their own vocals to popular tracks together in one game for the first time ever!

Family games!



What about games that friends and family can all play together?
Try LEGO Star Wars for co-operative action, Guitar Hero III for live rock battles, Scene It? for big team quizzes, or Viva Pinata Party Animals for imaginative and fun multiplayer mini-games.

Can I watch DVDs too?
You can watch DVDs no problem, but even better, you'll soon be able to download and play high-def movies directly through your Xbox 360!

That's pretty cool. What about playing other media?
You can connect all sorts of gadgets to your Xbox 360. Plug in your music player and listen to custom soundtracks, even while playing games. Or link up a digital camera for slideshows. You can even stream digital media from your home PC onto your TV through your Xbox 360!

I've heard you can chat to people on other Xbox 360s.
Yes, but you can also use your Xbox 360 to send Instant Messages via Windows LIVE Messenger with the new chat pad – so texting friends is now quicker and easier. Or Video Chat using the neat Xbox LIVE Vision camera!

Movies!



Slideshows!



Music players!



Text chat!



Video chat!





Scene It? Lights, Camera, Action
Over 1800 questions!
HD movie clips and audio!
Four Wireless Controllers!
Different quiz every time!
Party mode for team play!



Hit the button first to answer questions like this one!

 **XBOX 360**

www.xbox.com