

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Education
Advanced Subsidiary Examination
June 2009

Media Studies

MEST1

Unit 1 Investigating Media

Monday 1 June 2009 9.00 am to 11.00 am

You will need no other materials.

Time allowed

- 2 hours (including 15 minutes viewing time)

Instructions

- Use black ink or black ball-point pen for all written answers.
- 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 blank pages will not be marked.
- 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 marked on your ability to:
 - use an appropriate form and style of writing
 - organise relevant information clearly and coherently
 - use specialist vocabulary where appropriate.
- 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.

Advice

- You are advised to spend one hour 15 minutes (including viewing time) on Section A and 45 minutes on Section B.

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
SECTION A SUB-TOTAL	
5	
6	
SECTION B SUB-TOTAL	
TOTAL	



SECTION A
TEXTS, CONCEPTS AND CONTEXTS

Answer **all** questions in Section A.

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

You will be shown a media product *three* times. In between viewings you should make notes in response to the questions below in the space provided. You will then have *one hour* to write your responses to the questions on the separate pages that follow.

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

As a public service broadcaster, *Channel 4* is expected to be innovative and experimental and provide a broad range of high quality and culturally diverse programming. Programmes in this trailer include: *Ugly Betty*, *The Simpsons*, *River Cottage: Gone Fishing*, *Ramsay's Kitchen Nightmares*, *Property Ladder*, *How To Look Good Naked*, *The Secret Millionaire* and *Hollyoaks*.

This trailer was broadcast on *E4* during December 2007 for the launch of *Channel 4+1*. *Channel 4+1*, available on *Freeview*, *Sky* and *Virgin Media*, shows *Channel 4*'s schedule one hour later than the original broadcast.

1 Media Forms (12 marks)

How does the trailer use media language to catch the attention of the *E4* viewing audience?

2 Media Representations (12 marks)

How is gender represented in the trailer?

3 Media Institutions (12 marks)

How effectively does *Channel 4* promote itself as a public service broadcaster in the trailer? (As a public service broadcaster, the channel should provide a range of high quality, innovative and educational programming which appeals to a range of cultures and audiences.)

4 Media Audiences (12 marks)

In what ways does *Channel 4+1* appeal to its target audience?



You may make notes on pages 3, 4 and 5

Turn over ►



You may make notes on pages 3, 4 and 5



You may make notes on pages 3, 4 and 5

Turn over ►



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Turn over for the next question

Turn over ►



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Turn over for the next question

12

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Turn over for the next question

12

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Turn over for Section B

12

Turn over ►



SECTION B
CROSS-MEDIA STUDY

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

You should read both questions below and then spend approximately 45 minutes planning and writing your answer to **one** of these questions.

Enter the number of the question you are answering in the box provided.

EITHER

5 ‘Audiences are no longer just consumers of media texts but producers too.’

To what extent is this true of the media products in your case study?

In your answer you should:

- provide a brief outline of your case study
- evaluate how far audiences participate in and contribute to the media products in your case study
- support your answer with reference to a range of examples from **three** media platforms.

(32 marks)

OR

6 Account for the similarities and differences in the codes and conventions used in the media products from your case study.

In your answer you should:

- provide a brief outline of your case study
- compare how and why media products from your case study are similar and/or different within and across media platforms
- support your answer with reference to a range of examples from **three** media platforms.

(32 marks)

END OF QUESTIONS



Question Number

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

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