

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Education  
Advanced Subsidiary Examination  
January 2010

# Media Studies

# MEST1

## Unit 1 Investigating Media

Wednesday 13 January 2010 1.30 pm to 3.30 pm

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 in 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 planning 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 good English
  - organise relevant information clearly
  - use specialist vocabulary where appropriate.
- You will also be awarded marks for showing 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) planning and writing your answer to Section A.
- You should spend 45 minutes planning and writing your answer to 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.

Read the information and the four questions below.

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. These notes will not be marked.

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

You should support your answers with evidence from the media product.

You are about to see an advertisement for Warner Brothers Blu-ray and High Definition DVDs. The advertisement was distributed on Warner Home Video DVDs, sold and available for rent in early 2008. Viewers had to view the advertisement before being forwarded to the DVD menu.

Both Blu-ray and High Definition DVD formats deliver high quality pictures and sound and work with HD televisions. They are not compatible with each other (Blu-ray is owned by Sony, HD DVD by Toshiba) and neither will play on standard DVD players. The new formats make it harder for content to be illegally copied and pirated.

At the start of 2008, Warner Brothers was the only major Hollywood studio still releasing films in both formats. Warner Brothers stopped using High Definition DVD at the end of May 2008 and opted for Blu-ray due to 60% higher sales in that format. HD DVD has since been completely withdrawn from the market.

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

**1 Media Forms (12 marks)**

How does the advertisement use the conventions of a typical film trailer?

**2 Media Representations (12 marks)**

How is technology represented in the trailer?

**3 Media Audiences (12 marks)**

How does the trailer persuade audiences that their home cinema experience will be improved?

**4 Media Institutions (12 marks)**

What values and characteristics of Hollywood are evident in the trailer?



**You may make notes on pages 3, 4 and 5. These notes will not be marked.**

**Turn over** ►



**You may make notes on pages 3, 4 and 5. These notes will not be marked.**



**You may make notes on pages 3, 4 and 5. These notes will not be marked.**

**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**

**Turn over** ►





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**Turn over for the next question**

**12**

**Turn over** ►





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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 spend approximately 45 minutes planning and writing your answer.

Enter the number of the question in the box provided.

**EITHER**

- 5** Identify how media products from your case study make links with other media platforms. What are the reasons for these links?

In your answer you should:

- provide a brief outline of your case study
- consider possible links such as targeting audiences, promotion and revenue generation
- support your answer with reference to a range of examples from **three** media platforms.

*(32 marks)*

**OR**

- 6** ‘All media texts tell stories.’ In what ways is narrative used in the media products in your case study?

In your answer you should:

- provide a brief outline of your case study
- discuss the different ways narrative functions in the media products in your case study
- support your answer with reference to a range of examples from **three** media platforms.

*(32 marks)*

**END OF QUESTIONS**



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

**Turn over** ►



Question Number

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**Turn over** ►



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**Turn over** ►



Handwriting practice area with 20 horizontal dotted lines.

