CANDIDATE A

1. How do the two media products represent war?

R ✓
R ✓ L ✓

The first media product, a game play trailer for Call of Duty released in 2007 represents war as fast paced and thrilling. The dark colour palette of the mise en scene and the parallel dramatic music is used the give the viewer the impression that war is intense and suspenseful, perhaps even exciting. The game explored the concept that war is mostly concerned with impressive technological weaponry, such as guns and explosive devices, failing to acknowledge any emotional aspects.

LA R✓✓

The players on the trailer that appear to be killing the most characters all have western voices. This sends out a sign to the audience that the west are more successful in war, which is significant , particularly because the trailer was aired in front of a British audience. Barthes' enigma and action code is used, mostly action, to further instill in the consumers mind that war is exciting. The scene in which a man is killed and the text "failed" appears on screen sends out a message to viewers that in war death is a failure and killing someone constitutes a success.

VI R✓✓

Th N ✓
VI R✓✓

R✓
R✓
Th A ✓

In the second trailer, for the film Battle for Haditha, war is again represented as high octane and fast paced yet not as exciting . The text that appears on screen informs the audience that the film is based on an, "unflinching true story". The true nature of the film invokes a cathartic response in audiences, as the story tells about the Iraqi war that has been covered in the news many times.

R✓

Whilst the style of Call of Duty was dark and the tone of the product was emotionless with concern to death, Battle for Haditha presents war as destructive. When one of the soldiers in the clip talks about going into a house to see 'blood and brains' and them realising it was his friend shows another side to war, as damaging and emotional.

R✓

2. What is the appeal to audiences of such shocking war films and war game? You may refer to other media products to support your answer.

A✓
TH ✓

A✓

It could be argued that the appeal of shocking war games and war films comes in the way the product is presented by the institution behind them. In adverts broadcast and television for games such as Call of Duty thrilling music accompanied by sounds such as explosions and gunfire are used to excite audiences. The appeal of such games lie in their element of Braudrillaires's hyperreality, they are a representation of something that is more real, or in this case more preferable because of the exciting content , to real life.

AMD✓
eg ✓
A✓✓
eg✓
MD VI✓

The attraction to many of these game and films is the form of escapism they offer, in particular games. Games such as the aforementioned Call of Duty and also Grand Theft Auto allow consumers to act out terrible, violent and bloody actions without actually causing harm to anyone or having any negative consequences.

A✓

In war films such as Black Hawk Down and Jarhead glorified Western soldiers send the signal that the West is best, the good guy. This fragment of the media appeals mostly to male audiences due to the gritty images often presented on screen and the masculine roles portrayed by character in the a narratives of these products.

A✓
MDA ✓✓
Th N ✓✓

The portrayal of male figures as powerful, highly skilled and awe inspiring make for exciting watching and playing . The most attractive appeal of war video games of course is the fact it is you who is earning the glory through your character. In accordance with Propp's theory, the consumer gets to directly be the hero.

3. Some media research has raised concerns about the unrestricted access that audiences have to violent images. Do you think control is necessary? You should refer to other media texts to support your answer.

MDTh✓

Violent images, shown on video games, television, films and sometimes even music videos has come under fire numerously in the media. The state of moral panic

WC eg ✓
MD ✓
MD✓
WCeg✓

that was created over a decade ago when a young boy, Jamie Bulger was killed by two other children was much to do with this. The fact that the two boys were said to have been influenced by the horror film Child's Play and other stories similar to this have caused concern to be raised over texts with violent content.
Video games have also been said to have influenced killings, particularly in a school in American where a boy killed other students with a gun, known as the Virgina Tech shootings

MDA✓
MD✓eg
eg✓

     Some critics argue against the concept of control over violent content in media texts is necessary claiming that witnessing these images pacifies, rather than aggravates any desires to follow suit. Our postmodernist society means that violent images are featured everywhere in the media, news broadcasts, video games and even cartoons such as The Simpsons. Violence could be witnessed everywhere and anywhere in the street, on television, but it could be argued that such images will not affect audiences unless they are already susceptible to having such violent tendencies. These texts are a subjective outlet for any urges to be violent, and in most cases would not influence a mentally stable mind.

MD✓
WC✓A✓MD

4)d. Why and with what success have traditional media institutions attempted to adapt to the challenge of new/digital media?

F✓

     Traditional media institutions such as ITV are adapting to the challenge posed by new media through using new and digital media to benefit their current situation. As the oldest commercial broadcaster in the United Kingdom, ITV legally known as channel 3 no longer only boasts ITV1 as they did when they began in 1955. The conglomerate ITV plc now own ITV1, ITV2, ITV3, ITV4, CiTV and high definition channel ITVHD. ITV1 still shows the news, dramas and sport and soaps, but ITV2 helps the company compete with new satellite television channels offering exciting new programmes to the 16-34 age range. The channel airs programmes that appeal to this young demographic such as Gossip Girl and has caught on the recent zeitgeist of media texts about vampires, showing programmes such as The Vampire Diaries.

Inst✓

Inst eg✓
A✓
eg✓
eg✓

Inst eg✓
Inst eg✓

     Proving it can keep up with the satellite men's and sports channels ITV4 is described as the escapist channel for men on ITV.com. ITV3 helps the company hold onto a more sophisticated viewer with hard hitting dramas and CiTV competes with satellite channels such as Nickledeon for the child viewer. The expansion of this traditional institution ensures that ITV can keep up with the threats of new and digital channels, offering more variety to coincide with the audience fragmentation. As Denis McQuail commented in his book Audience Analysis 1997, "it is possible to enjoy a television diet that differs significantly to the majority and mainstream" ITV and other traditional institutions such as the BBC are indeed adapting to cater for these needs to ensure that audiences are kept satisfied and do not start looking to other new channels or sources of media.

F✓
MA Th✓

F WC
MD✓✓

     A five year restructuring plan designed for ITV in 2006 means that the company have changed in order to benefit rather than suffer from the advances in new media. One of the biggest and most recent additions to ITV is ITVHD, a channel which competes with BBCHD for the attention of the high definition using audience. Despite the benefits of gaining HD viewers technical faults have meant that the viewer has been left dissatisfied with the services provided by this platform and new technology. During the US versus England world cup match earlier this month viewers watching on ITVHD missed Steven Gerrard's goal due to a technical fault on the channel , which left viewers instead watching a Hyundai ad. The negative media that has surrounded this event has caused many to lose faith in ITV's new technology with blogger Sambafootball stating on an ITV blog on the website that ITV should hand its matches to BBC.

Inst WC✓

MD✓
eg✓

MDA✓
eg✓✓

Inst eg✓

eg✓

Whist football fans may have been left unhappy by the technical failures on the high definition channel, e media consumers should be contented with the services offered online by ITV. Through the website itv.com audiences have access to the news for free, can use ITV interactive to play along to shows at home, catch up on missed programmes using the ITVplayer, get exciting sports news or even download ITV mobile to communicate with other itv.com users. There is also a link on the website to ITV shop selling games, books, CDs and toys and helping ITV to compete with online retailers such as Amazon and play.com. The website caters for all ages and interests with online bingo being offered on the site.

eg✓
Inst WC✓

F✓

WC
MD Inst ✓✓

MD✓

Although traditional channels such as ITV and BBC are having to adapt to the challenge pose by new media , the company has something that the newer channels such as SKY1 and Virgin do not, brand capital. The trust the company has built up over the years, with the exception of blips such as that of the technical fault during the World cup match mean that audiences are likely to stick with these traditional institutions. On a Media talk blog by Steve Hewlett on the Media Guardian website in January 2010 he claims that any new channels are starting from the ground up and that it would take even channels such as Channel 4 25 years to get where ITV are today. It is this consumer loyalty and trust in the institution, along with ITV's acceptance and adapting to suit audience differentiation and fragmentation of the mass media that make companies like ITV successful amongst new and digital media. ITV no longer regards the public as a homogenous lump and its wide array of channels and use of emedia shows this.

WC F✓
Inst

(5 handwritten pages)

Marking Notation

Examiners are reminded that it is essential to notate while marking. It is not enough to tick every page of writing. Candidates can now ask to see their papers and they have the right to see how and why the mark their work was given was arrived at.

There follows a list of notations you should use. These should be written in the left hand margin alongside the relevant point to which they refer:

✓	Good point made
✓✓	Very good point made

L	Media Language
R	Representation
A	Audience
Inst	Media Institution
G	Genre
N	Narrative
V/I	Values and Ideology

Th	Theory
MD	Media issue/debate
WC	wider contexts

Eg	Example
T	Terminology
F	Focus on question

Rept	Repetition
?	Questionable Point
Desc	Description
( )	Weak/undeveloped point

Commentary

CANDIDATE A

1. Sophisticated and detailed analysis and evaluation. Very good critical autonomy. Sophisticated understanding of representations. A wide range of points. Detailed references to texts.
    Level 4

2. Sophisticated and detailed. Very good critical autonomy. Sound media issues, debates, theory. Range of examples.
    Level 4

3. Proficient analysis and evaluation. Does lose focus on 'control' at times. Good critical autonomy. Proficient media issues, debates, theory - a range. Supports points with a range of examples.
    Level 3

4. Comprehensive and detailed. Sophistication shown in advantages and disadvantages and explanation after points. Clear focus on question throughout. Answer supported by really wider range of examples. Detailed case study showing clear evidence of individual study. Sophisticated media debates, theories and wider contexts.
    Level 4