

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

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



General Certificate of Education
Advanced Subsidiary Examination
June 2010

Media Studies

MEST1

Unit 1 Investigating Media

Wednesday 9 June 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.
- 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. Do not write outside the box around each page or on blank pages.
- Do all planning in this book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- You will be marked on your ability to:
 - use good English
 - organise relevant information clearly
 - 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 15 minutes' viewing time) planning and writing your answers to Section A.
- You should spend 45 minutes planning and writing your answer to Section B.



J U N 1 0 M E S T 1 0 1

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 the opening sequence of *Peter Andre – Going It Alone*, first broadcast at 9.00 pm on ITV2 on Monday 17 August 2009.

The television documentary promised to give viewers exclusive access to Peter Andre's new life since the media frenzy over his separation from wife Katie Price (also known as Jordan, the glamour model). The programme promoted the singer launching his brand new single and preparing for the release of his new album.

A press release, distributed by ITV2 to promote the new programme, stated: 'With the cameras documenting his every move, viewers will get an insight into the life of one of TV's most talked about stars.' Peter Andre said: "I'm so pleased to be working with ITV2 again."

CAN Productions, independent producers of the show, previously made a series of popular documentaries about Katie and Peter Andre's married life as well as the programme, *What Katie Did Next*, all broadcast on ITV2. The channel is well known for its American programming such as *Gossip Girl* and for reality television spin-off shows such as *The Xtra Factor*. *Peter Andre – Going It Alone* was viewed by 1.9 million people, making it the fifth most watched programme in the channel's history.

1 Media Forms

How does the sequence catch and hold the attention of the viewer? (12 marks)

2 Media Institutions

How does the programme try to create a positive brand image for ITV2? (12 marks)

3 Media Audiences

How does the sequence attempt to position the audience to take a sympathetic view of Peter Andre? (12 marks)

4 Media Representations

How is celebrity represented in the sequence? (12 marks)



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 ►



Handwriting practice area with 20 horizontal dotted lines.

Turn over for the next question

12

Turn over ►



A large rectangular box with a dotted line border, intended for writing answers.

Turn over for the next question

12

Turn over ►



Section B
Cross-Media Study

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

Answer **either** Question 5 on page 15 **or** Question 6 on page 21.

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

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



A large rectangular box containing 25 horizontal dotted lines for writing.



A large rectangular box containing 25 horizontal dotted lines for writing.

Turn over ►



A large rectangular box containing 25 horizontal dotted lines for writing.



Area with horizontal dotted lines for writing.

Turn over for Question 6

32

Turn over ►



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



A large rectangular box containing 25 horizontal dotted lines for writing.



A large rectangular box containing 25 horizontal dotted lines for writing.

Turn over ►



A large rectangular box containing 24 horizontal dotted lines for writing.



There are no questions printed on this page

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



There are no questions printed on this page

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



There are no questions printed on this page

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

