

Centre Number						Candidate Number				
Surname										
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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
January 2011

Media Studies

MEST1

Unit 1 Investigating Media

Wednesday 12 January 2011 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 A N 1 1 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 viral video *Have you seen that?* developed by the German advertising agency 19:13 to launch the new MINI Clubman car. The advert was released on the internet via YouTube on 25 March 2009. In its first year it had over 180 000 hits as well as being spread further across the internet.

Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for rapid growth in the message's exposure and influence. A viral video is a video clip that gains widespread popularity through the process of internet sharing, typically through e-mail or instant messaging, blogs and other media sharing websites.

The advertising agency 19:13 was given the demanding brief of creating an exciting video which would go viral and also help to rebrand the MINI Clubman car. The Head of Global Marketing at MINI claimed that "The viral video demonstrates in an entertaining way what the new MINI Clubman is capable of, and how much pleasure it is driving it. 19:13 implemented that in a literally breathtaking way".

- 1 Media Forms**

How is the video constructed to engage the audience? (12 marks)
- 2 Media Institutions**

How is the brand image of the MINI Clubman promoted in the video? (12 marks)
- 3 Media Representations**

How is the video represented as being real? (12 marks)
- 4 Media Audiences**

What features of the video encourage the audience to pass on the marketing message to others? (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.

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Turn over for the next question

12

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3 Media Representations

How is the video represented as being real? (12 marks)

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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.



EITHER

5 How far have improvements in technology made a difference to the quality of audience experience?

In your answer you should:

- provide a brief outline of your case study
- evaluate the impact of new technologies (eg red button, file-sharing, 3D) on the audience's ability to interact with and/or enjoy media products from your case study
- support your answer with reference to a range of examples from three media platforms. (32 marks)

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OR

6 Do the institutions in your case study have an equal presence on each media platform?

In your answer you should:

- provide a brief outline of your case study
- evaluate how and why media products from your case study have more of a presence on some platforms than others
- support your answer with reference to a range of examples from three media platforms. (32 marks)

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