



General Certificate of Education
Advanced Level Examination
January 2011

Media Studies

MEST3

Unit 3 Critical Perspectives

Thursday 27 January 2011 9.00 am to 11.00 am

For this paper you must have:

- an AQA 16-page answer book.

Time allowed

- 2 hours (including 15 minutes' viewing time)

Instructions

- Use black ink or black ball-point pen.
- Write the information required on the front of your answer book. The **Examining Body** for this paper is AQA. The **Paper Reference** is MEST3.
- Answer **all** questions in Section A and **one** question from Section B.
- Do all planning in the answer book. Cross through any work that 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 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 (including 15 minutes' viewing time) planning and writing your answers to Section A.
- You should spend one hour planning and writing your answer to Section B.

Section A

Answer **all** questions in Section A.

Read the information and the three questions below.

You will be shown two media products **three** times. In between these viewings you should make notes in response to the questions below. These notes will not be marked.

You should spend approximately 45 minutes answering the questions in Section A.

Nick Griffin, the leader of the far right British National Party, appeared on BBC1's current affairs programme Question Time on 22 October 2009. Many people argued that the BNP should not have appeared, but the BBC defended its decision by saying that the BBC had to be impartial and that the BNP had won two seats in the recent European election.

Media Product One – A video extract from www.guardian.co.uk, the website of The Guardian newspaper

www.guardian.co.uk was launched in 1999. It promises its audience the latest news, sport, business, analysis and reviews, from 'the world's leading liberal voice'. It describes its users as affluent professionals, the majority aged between 16 and 44. As of October 2009, the network of Guardian websites reached over 12 million people in the UK every month and had a total global audience of nearly 33 million. [Guardian.co.uk](http://www.guardian.co.uk) is part of the Guardian Media Group, a multimedia business including newspapers, radio stations, magazines and websites. The Guardian argues that it does not seek profit for the financial benefit of an owner or shareholders, but to sustain journalism that is free from commercial or political interference. Any profits are used to improve the newspaper and website and to increase readership.

Media Product Two – An extract from Sky News, reporting Nick Griffin's appearance on BBC1's Question Time

Sky News is a 24-hour multi-platform news provider, available on TV, radio, mobile phones and online. It includes bulletins on the hour and regular sport and business updates. It is available in 36 countries in Europe and in Asia, the Middle East and Africa. Sky News Active allows Sky Digital customers to access an interactive TV news service and also provides news alerts that go directly to mobile phones and PCs. Sky News is owned by the Murdoch family's News Corporation, a huge multinational company that owns many media businesses, including 20th Century Fox, Fox News, BSkyB and The Sun.

Question 1

0	1
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 Evaluate how the people who are against the BNP are represented in each media product. (8 marks)

Question 2

0	2
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 Why does the media rely so heavily on conflict?
You may also refer to other media texts to support your answer. (12 marks)

Question 3

0	3
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 Multiplatform media can allow access to a wider range of views, including extreme ones. Should the internet be more regulated?
You should refer to other media products to support your answer. (12 marks)

Section B

Answer **one** question from this section.

You are advised to spend **one hour** on your answer.

You will be rewarded for detailed reference to media products and your own individual case study.

EITHER

Representations in the Media

Question 4

0 | 4 A negative representation is better than no representation at all.

Discuss this statement with reference to the group or place you have studied. *(48 marks)*

OR

Question 5

0 | 5 Part of stereotyping is the attitude that all members of a particular group are the same, or else fall into a very small number of types.

How and why is the group or place you have studied stereotyped? *(48 marks)*

OR

The Impact of New/Digital Media

Question 6

0 | 6 New and digital media offers media institutions different ways of reaching audiences.

Consider how and why media institutions are using these techniques. *(48 marks)*

OR

Question 7

0 | 7 'To connect, to create, to share creativity or thought, to discuss, to collaborate, to form groups or to combine with others in mutual interests or passions. If you can't see the point of any of those things, you will not see the point of Facebook.'
(www.guardian.co.uk)

What opportunities and/or disadvantages do new and digital media have for audiences? *(48 marks)*

END OF QUESTIONS

There are no questions printed on this page