

Teacher Resource Bank

AS Media Studies

MEST1: Exemplar Script June 2011

Candidate 2 – Grade C





General Certificate of Education
Advanced Subsidiary Examination
June 2011

Media Studies

MEST1

Unit 1 Investigating Media

Tuesday 17 May 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.

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	9
2	6
3	7
4	6
SECTION A SUB-TOTAL	
5	17
6	
TOTAL	45



JUN11MEST101

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MEST1

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 television advertisement, 'Never Knowingly Undersold', for department store *John Lewis*. It was first broadcast on 23 April 2010 at 7.45pm in the commercial break during *Coronation Street* on ITV1. The advertisement was produced by London-based advertising agency, *Adam and Eve*, for £6 million. A crew of 65 people worked on the advertisement and nine actors were used to play the main character.

The advertisement immediately had a massive impact, resulting in over 130,000 hits on *YouTube* in the first week of its release. The soundtrack, 'She's Always a Woman', a cover version of the 1970s classic Billy Joel song, was also released on *iTunes* and quickly achieved a top ten UK chart position.

There was an avalanche of internet comment on the advertisement. Whilst many contributors on *Mumsnet* loved its sentimentality and ability to make them cry, others were offended: 'This is a stereotypical tale of a woman's life journey: from birth to childhood to first kiss, marriage, children, home life and grandparenthood. There is no glimpse of her life outside the home.'
(*Delilah – blogspot.com*)

Craig Inglis, *John Lewis*' Director of Marketing, said: 'Whilst we expected the ad to have an impact, we have been overwhelmed by the volume of responses and how deeply it has affected people'.

- 1** **Media Forms**
How are different techniques used together to compress a person's life into 60 seconds? (12 marks)
- 2** **Media Institutions**
How does the advertisement communicate brand values for *John Lewis*? (12 marks)
- 3** **Media Representations**
How is a woman's life represented in the advertisement? (12 marks)
- 4** **Media Audiences**
What pleasures does the advertisement offer its audience? (12 marks)



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

Form

- Quick shots
- Transitions = fading
- The shot moves/ pans with the character
- Use of different characters being the same woman is more effective
- Bright lighting to give a positive family base
- Happy environments
- Props suited to the character types
- Non-diegetic soundtrack
 - ↳ Slow moving
 - Picks up to pace alongside shots
- Camera never stops panning = so the audience don't get bored.
- mise en scene → her clothing helps to describe her age so the audience understands.
- Always wearing red = same woman just in different way.

Turn over ▶



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

Representation

- Positive representation of women
 - ↳ Stereotypical
- Genre vers multitude
 - ↳ What should happen
 - ↳ Natural = pregnancy/marriage
happy life
- middle classed women

Institution

- instant connection with audience
 - ↳ everyday life
- Already well known brand
- Well known sound
- John Lewis as the objects
 - ↳ by the characters using them, it makes them more well known
 - ↳ vary of designs

ITV



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

Audience

- 2 step flow = opinionators → audience
- C - middle classed = B/C

T A - 18 - 40

A G - women

E - white

- C - lower middle / upper middle ~~UB/BD~~

D A - younger / older

A G - male

E - white

- The characters are smiling so showing the audience that it's a positive brand.

Turn over ▶



1 Media Forms

How are different techniques used together to compress a person's life into 60 seconds? (12 marks)

Many techniques are used throughout the media. A variety of camera angles and shots were used to indicate different moods and to show how technology has improved over time, also the camera never seemed to stop panning, for example it was always following the main character to show that she was the main brand image for John Lewis, this is a good thing to use because this way the audience don't get bored because there is always something interesting happening.

The non-diegetic suited the social lifestyle of the advertisement and therefore engaged the reader to continue watching, by the sound playing throughout made the contrast of the ages seem quicker, so that the audience understood it was the same person's life.

For the whole 60 seconds of the media text, the main character stayed in the colour red, which connotes love and hearts, suiting stereotypically to a woman. The fact that she is always in red yet wearing different clothing helps the audience to realise that it's the same person when everything is used together.

Similar lighting helps to produce a positive environment for the family helping to make them



look happy, therefore promoting the brand name 'John Lewis' in a positive light, this makes the environment more effective and believable.

Mise en scene is used in an effective way especially when connecting the person's life into 60 seconds, the change in her hair and make-up can help to show off their age, i.e. when the main character was younger she had straight short hair but as she got older, her hair became longer and curlier.

Due to the change in our lifestyle being quick, it forces the industries to change as well allowing the shots and the narrative to be a lot faster otherwise the audience could get bored, this is why the director Craig Ingus used a fast panning shot for every scene using a limited amount of transitions and a lot more camera angles + shots, for example close up's of the main character to show emotion or long shots like when she was younger to show environment.

Overall, I think the different techniques were used effectively to compress a life into 60 seconds because of the technology being so advanced.

Sound knowledge/understanding

Proficient use of media terminology

Solid reference to text

Turn over for the next question

12

Turn over ▶



2

Media InstitutionsHow does the advertisement communicate brand values for John Lewis? (12 marks)

~~with~~ The moving ^{image} text that John Lewis produced used many different producers within the advertisement to help promote the brand. By John Lewis being so well-known at the time and being a huge institution helped this text become so popular really quickly.

They promoted their products by allowing the characters to use an everyday lifestyle to help show a positive brand for John Lewis, it sets the target audience towards a family based to set a natural and happy environment, by the audience seeing their happy with their brand products help to show the audience a positive image towards the huge named institution of John Lewis.

John Lewis advertised their brand with a well-known non-diegetic soundtrack, by this already being very common made the audience feel like they should be seen with the brand name John Lewis in the comfort of their own homes.

This central text had an instant communication with the audience because it is shown and promoted as a family lifestyle, for what every girl dreams or wishes would happen.



to them, by ~~his~~ John Lewis revolving it around a family he is making the audience feel that it is believable ~~and showing that~~, introducing the reception theory, because if the audience believe they can have the perfect ^{Tick} life buying all of John Lewis's products then that's what they will do.

So together, the communication of how the John Lewis brands are shown is possible because they have promoted it ~~the~~ with positive and happy people in a loving environment.

Furthermore, by the advertisement showing and previewing on ITV another mainstream institution can help so sell its brand towards the ^{Tick} main target audience - middle classed women.

Some knowledge/understanding

Some reference to text

Some adequate use of media terminology

Turn over for the next question

12

Turn over ▶



A2: 6

3

Media Representations

How is a woman's life represented in the advertisement?

(12 marks)

With the advertisement that was shown, the audience can feel that the connection between the character ^{Tick} + the audience can become a reality.

Every woman likes to be presented in a stereotypical way, and that's how the woman from the text has been created. The main character has been portrayed in a stereotypically positive way by using a middle classed cultural ^{Tick} background.

~~This follows the~~ generic ^{Tick} ~~versus~~ multitude is produced as this is what every woman dreams her life can be like - happy and exciting. By using more of a woman to men ratio helps to put the woman at the higher status as she is shown more throughout the moving image than the man, which in some ways challenges ^{the} lifestyle choice because stereotypically ^{Tick} men are seen as the hero at a higher status.

The woman in the advertisement can be seen as a positive brand image for John Lewis because she is promoting the products therefore automatically being classed as a mature adult who every woman could inspire to be ^{Tick}.

The main character is shown on the advertisement as a life cycle because it shows



how a women's life can develop and change, so could inspire the younger generation. It shows to women how they could be portrayed to the public.

Tick

It also helps to show how quickly one's life can move, that's the meaning of the advertisement being only 60 seconds, it proves that a life cycle can change rapidly like you see in the advertisement by the shots of each scene being very quick.

Tick

Overall a women's life is represented in a stereotypical and positive way however this can be argued due to how you look at it.

Solid reference to text
Sound knowledge/understanding

Proficient use of media terminology

A3: 7

Turn over for the next question

12

Turn over ▶



4

Media Audiences

What pleasures does the advertisement offer its audience?

(12 marks)

The advertisements offer its audience a chance to really connect ^{Tick} with the inside meaning of the text, which is a reason why the opening shot continues throughout the whole of the text. ^{Eg}

By the family promoting the brand - John Lewis being a middle classed cultural background instantly connects with the target market because the people they are acting is stereotypically their target audience - middle classed ~~with~~ which would be BIC on the acorn scale, middle aged covering 18-40, and being dominantly white female orientated, by this being the case and the characters showing their positive image towards the product makes the audience excited to buy it because they feel for the advertisement by believing that the lifestyle ^{Tick} comes with the branded products.

The advertisement offers both its target audience and peripheral audience a sense of reality ^{Tick} as it creates a positive family based image with having children and the perfect home, with the range of products may have to offer makes the audience feel a sense of normality and encoding.



Some knowledge/understanding
Some reference to text
Some adequate use of media terminology

[Dotted lines for writing]

A4: 6

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.

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.

[HP] official site Nov - TF - ~~18~~ 2010

81-86

- Internet now more well known
- Print
- film

→ most changed

all relate
to different
audiences.

[SU] of - Nov - Emp - 2010

91, 92

[SP] of Feb - 2010 - emp.

113 - 116



EITHER

5

'To be successful, media institutions have to use a variety of media platforms.'

To what extent is this true of your cross-media study?

In your answer you should:

- provide a brief outline of your cross-media study
- consider the possible advantages of using a range of media platforms
- support your answer with reference to a range of examples from **three** media platforms.

(32 marks)

I covered three central texts altogether: Harry Potter, The Social Network and Scott Pilgrim vs The World, each one using advanced technology and graphic design and each covering the super natural. I then focused on 3 media platforms: Print which covered both Lifestyle and Expert magazines, E-media which was all about the internet and lastly the analysis of the film.

By using Print as one of your media platforms when designing a central text can be very useful and effective because it can offer you either magazine / newspaper articles or posters, each one being more image heavy than the typography because they are there mainly to catch the audience's eye. For example I found a 'Harry Potter' poster in a Daily Mail Newspaper in the year of 2010, although it was only black and white, it related more towards the images than text, helping it to be more clever and understand-

Turn over ▶



ing towards the audience. When I looked at an expert magazine in the month of November 2010's issue of Empire, I come across an in-depth magazine article about 'The Social Network', by this magazine being aimed towards an audience of a higher level of education the typography is more likely to be more sophisticated and more text heavy, whereas posters are more common used text which is very simple and straightforward to understand, which links in with the Effects model, that you should be less educated, so aiming towards younger teenagers.

Print is considered one of the least changed platforms over time, however when modern technology appears it would be easier to use that. For example the internet, this can allow you to see reviews and magazine articles online which can be seen much quicker and easier. For example I have a 'Scott Pilgrim Vs The World' review from online, www.dailymail.co.uk/reviews which can be easier to understand as you can now make comments = Hart theory (1991) 'not in the meaning it's in the text - don't judge a book by its cover' / E-media is one of the most well-known ways of promoting a film as most of the world have access or own a computer with access to the



Internet. By using this as a media platform you are more likely to receive information from a film. The way they have progressed has been amazing because social networking sites have been introduced like Facebook which links to one of my films 'The Social Network' which is about the maker and the history of Facebook. By the film maker advertising this on the social networking site it is hyperlinking you towards a different page. The internet is used for mostly every use, and by a central text having it's main official website which is what each of mine have: www.harrypotter.co.uk; www.scottpuglinvstheworld.co.uk and www.thesocialnetwork.co.uk can help the audience to connect more. For example, the Harry Potter website opens with a space invaders game. This is a sense of desensitization because it has been modernised into games such as grand theft auto. It is a great way to connect with their audience because it is letting them be a part of the action.

Lastly, I analysed the central texts individually. This a beneficial media platform because the way the story is told is very important.

Turn over ►



because it has to be something that the audience is suited towards.

The good thing about a text is that it is always fitting into your lifestyle. The technology used today is a lot more exciting and this means that a variety of techniques can be used, i.e. graphics. This is something that all 3 of my central texts have in common because they all use the supernatural in one way or another. In 'Harry Potter' it's the characters and the unusual things that occur. In 'Scott Pilgrim' it's the different techniques he uses to connect with audience and to stay with his girlfriend and with 'The Social Network' it's the unusual fact of creating Facebook. Each covering different narratives, by them all using different storylines. 'Harry Potter' being mainly linear but with the occasional flashback to remind us of something we have seen before, which can be seen as dumbing down for the audience; 'Scott Pilgrim' which is seen as a linear and 'The Social Network' which can be seen as a multi-stranded or non-linear as it is so confusing. The reason each one should be different is so the audience are still interested with the texts being promoted, due to technology being a lot more modern this



relates is the fact that the audience get bored quicker.

Overall, media institutions need a range of media platforms because one central text can cover different audiences, and for each one to be seen they need a range of showing it.

Sound application of knowledge/understanding

Adequate use of some examples from at least two media platforms

Communication of ideas may be inconsistent with some limited use of media terminology

B5: 17

Turn over for Question 6

32

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END OF QUESTIONS

32

B6: -





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ANSWER IN THE SPACES PROVIDED**



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