

## Teacher Resource Bank

AS Media Studies

MEST1: Exemplar Script June 2011

Candidate 3 – Grade E





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	2
2	3
3	2
4	6
SECTION A SUB-TOTAL	
5	
6	18
<b>TOTAL</b>	<b>31</b>



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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.

## Sound

- diegetic sound,
- the music is relevant as the words relate to a woman, beauty etc.
- 'Kill with her smile'
- 'wound with her eyes'
- showing women are capable of anything.

## Miss en scene

- Each transition is smooth.
- Everyone seems happy, because they shopped at John Lewis.
- Also ~~are~~ you are a family if you are a part of John Lewis.
- 60 seconds - fits in each stage

## Camera Angles

- mid shot angle
- level based, no status is conveyed throughout so therefore as on →

## audience

- makes us feel involved, easy transitions, through each slide, steps of life we feel comfortable.

## juxtaposition

contrapuntal

non-diegetic

diegesis

buzz word

binary oppositions

transitions

- quick, easy, fast transitions connote how quickly life goes.
- makes John Lewis look family based, including children, parents, teenagers, grandparents shows that they are based for everyone, occasions

Turn over ▶



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

a woman's life is shown in stereotypical stages

- crawling, playing
- Parties
- First Kiss - relationships
- marriage → kids
- grandkids.
- we expect to see, the codes + conventions.

④ entertains the audience through the stages and transitions. makes you feel welcome, close, wanting to be with family. Its relevant to a mass audience. seeing as people can relate to almost every situation on the screen. example marriage, kids. It makes you feel relaxed as they are leading a easy, happy lifestyle. Thanks to John Lewis their niche audience are there because they can get a wide range of toys - children, furniture - adults.



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

①

②

Makes John Lewis look impressive,  
welcoming, relevant to all types of people,  
whether you're young, teenagers, adult, grandparents.

- Involved, feel relaxed.

- natural feel.

- demographics.

Turn over ▶



## 1 Media Forms

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

Throughout the clip, the use of quick, flowing transitions make each stage in life go <sup>Tick</sup> quick. As the advertisement is only 60 seconds, John Lewis have used the most significant parts in life to show the audience and compressed into that time. <sup>Tick</sup>

As you see the transitions are smooth and quick it connotes the speed in which life goes. Each stage is important and the advert makes it look like John Lewis is relevant and will be there for any occasions. <sup>Tick</sup> It makes you feel relaxed and involved even though you are watching, each slide seems relevant to a stage in life.

Showing generations of the family makes you feel a part of their life, seeing as their life is devoted to John Lewis, you feel a part of John Lewis as a family. The diegesis in which the advert is shown, a technique ~~is~~ <sup>conveyed</sup> is that everything is ~~is~~ <sup>conveyed</sup> to be important, significant <sup>Tick</sup> relevant in life. As if everything you



do is a celebration in life. So making sure of that, John Lewis are there to help.

Going from the beginning of life to near enough the end when the woman has grandchildren, there are ~~not~~ no contrasts. Everything seems to be fun, missing out things such as death, depression, being unhappy etc. which are all realistic and day to day measures that we ~~believe~~ can relate to. This has all not been shown for a reason, to show that you must enjoy life, therefore shopping with John Lewis, they will be there every step of the way.

NR

A1: 2

Limited knowledge/understanding

Turn over for the next question

12

Turn over ▶



2

**Media Institutions**

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

The advertisement conveys a wide variety of brand values for John Lewis through showing that are <sup>Tick</sup> positive, eluring a complemented to their products. Through this you can see that the hundreds of products used in the advert can be found at John Lewis. Furthermore as you can see each stage of life it makes you see that John Lewis have everything <sup>Tick</sup> for you whether you need play toys; for children, or you need things for an occasion; a birthday, or clothes for day to day life; adults.

These are all things that are relevant to John Lewis' brand. They are shown to be aiming their productivity to a wide based <sup>Tick</sup> consumer audience, who will see the advert and understand that anything they need in life John Lewis will have it.

As an institution for a broad range of ages, genders, individuals it shows that they are popular and seeing as they are based every in the UK, they are near by to everyone.



It conveys a positive, helpful attitude towards the brand name, once you have watched the advert the simplistic title arises in white, showing the colour, its pure, clean, good. It makes John Lewis look impressive, welcoming, relevant to all types of audience whether your young teenagers, young adults, adults, grandparents.

Limited knowledge/understanding

Some reference to text

Very limited use of media terminology

Turn over for the next question

12

Turn over ▶



A2: 3

**3 Media Representations**

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

(12 marks)

In the advertisement a woman's life is represented in significant stages. From when they can crawl, to parties, being with friends, relationships leading to marriage, and have kids, being a role model, being a grandparent. All foreshadow the next step within the transitions.

Throughout the advert, the codes and conventions become apparent after a couple of slides as we all can relate to it whether it is ourselves at certain stages or you know people, you get to understand the next step to take in life.

John Lewis, through the advert make it seem that a woman's life can go so quick, always on the go and being constantly busy with people are her. Also showing that not only are her family there for her but also John Lewis are.

The music that is repeatedly played in the background is shown to be important as at the start 'Kill with her smile, wound with her eyes' shows the capability.



of a woman. Within the diegesis it is  
 mostly focused on the ideal role model  
 of a woman - what you expect a  
 "perfect" life to be, which you can lead  
 with John Lewis.

A woman's life is represented to  
 be constantly busy although at a  
 juxtaposition everything ~~seem~~ looks easy,  
 flowing and relaxed, foreshadowing the  
 positive attitude of which you should snap  
 at John Lewis.

Seeming to be the stereotypical  
 gender that women love to snap it  
 shows that they don't have to go  
 to several stores, John Lewis are there  
 to offer and provide for all of a  
 woman's needs, whether it's fashion,  
 entertainment or even lifestyle.

Limited knowledge/understanding

Superficial reference to text

Very limited use of media terminology

Turn over for the next question

12

Turn over ►



**4 Media Audiences**

What pleasures does the advertisement offer its audience?

(12 marks)

The audience is entertained emotionally, mentally and pleasures them as you can relate to all the happy moments in life which physically you can show **Tick** watching the advert through smiling. The advert entertains the audience, making you feel a part of it and you understanding the ideology everyone has for a perfect family. **Tick** It is aimed at a broad wide mass audience seeing as anyone who is watching can relate to a stage in their life, or if you are approaching an important stage you **Tick** can find what you need at John Lewis.

The advertisement makes you feel relaxed as ~~an~~ the miss en scene the families are leading easy, happy lifestyles. **Tick** Due to John Lewis being open to every individual they have a two step flow audience technique therefore showing that once families watch the advert and used the products they will **Tick** tell others how good the brand is.



Seeing as the advert was seen at prime time viewing 7.45pm whilst Coronation street was on a wide based audience will be watching therefore the main stream audience will become consumers and producers of John Lewis' products.

Throughout the advert you feel comfortable and interested with the bright colours and constant smiles the camera angles are level making you feel on level status with John Lewis. They can make you happy although they are still ordinary people status wise.

Demographically aiming there audience widely based you can specifically relate every object to a certain gender age range or individual. John Lewis offering the essentials to everyone throughout the life.

Some knowledge/understanding

Some adequate use of media terminology

Some reference to text

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.**





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B5: -

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

- interactions 'we believe in Harvey Dent'
- o getting involved
- o producers, consumers
  
- o E-media → broadcast → adverts
  
- posters



OR

6 'Our enjoyment of media products is influenced by the platforms we use to access them.'

How far is this true of your cross-media study?

In your answer you should:

- provide a brief outline of your cross-media study
- consider how audiences use and respond to media products from different media platforms
- support your answer with reference to a range of examples from **three** media platforms. (32 marks)

The Dark Knight, by Christopher Knowlen was released in 2008. Aswell as being consumers we are also producers of the Dark Knight from the main stream audience. After being watched by the wider variety audience, the niche audience become a part of it and produce forms of E-media, broadcasts and advertisements which help the film to become more real to the audience and capture certain aspects within the dregisy to make characters seem realistic.

The more involvement you are able to have to contributing to the media through the platforms then convey the popularity of the film. The easier it is to access them the more interaction and involvement we want then produces other examples that can be passed onto

Turn over ►



other audience members.

The use of the hero vs. villain, the binary code technique is used in the Dark Knight <sup>P1</sup>; Batman vs. the Joker. So the film can draw specific viewers in. Once the viewers understand the plot and diegesis the more chance they have of promoting the film. For the viewers to have their own ideas and views thrust into the media can now change a viewer's opinion.

For example having the website: 'www.webelievein Harvey Dent <sup>P2</sup> - ~~com~~ org' the website makes the media influence the audience to become a part of their <sup>Tick</sup> things. Having a web based site that you can interact in shows that the viewers have decided to make the film <sup>P3</sup> popular and more realistic.

In the advertisement poster for 'The Dark Knight' Batman is viewed to be looking down at us, this can be contrasted and to be shown as an audience to be looking up at him as a role model. Due to the themes and genre of as which occurs in Gotham City, the age range is aimed at 16-25. Relating



to the comic books or 'Marvel Heroes' that everyone looks up to. The Dark Knight finds its niche audience, once found then advertised.

In the poster with the tall buildings behind him show the city is behind Batman, at a juxtaposition no one is behind the Joker. With the demographic view on Batman ~~you expect~~ the codes and conventions him to be the only 'Hero' where as you have Harvey Dent who is purposely there to jeopardise and be in the way of Batman's stardom.

Audiences respond better <sup>Tick</sup> to something when it is advertised, promoted, popular - so with <sup>more</sup> people becoming a part of the audience, making it a minority to a majority audience makes the film look better to an individual. Having three platforms helps the audience become more involved. With status characters such as 'the Joker' and Batman you have celebrity actors creating a broader audience.

Broadcasting the advert, there are several camera angle shots and contrapuntal, non-diegetic sounds that are

Turn over ▶



within the dialogues of the film. The Dark Knight's fast transitions make it look like they are creating suspense and tension for the audience. The buzz word 'why so serious' is related to the Joker promoting him to be the villain.

The Dark Knight influences the audience through senses of enjoyment, emotion, and input towards the popularity of the film, more popular as it is advertised through the three platforms to a boy gendered audience. Stereotypical a boy's ideal film, although The Dark Knight does not limit its positively wide-based audience and allows individuals or groups to be bias towards a status character and become a part of it to promote the film's easy access of viewing, whether it being the advertisement on television, posters, or even websites or the mainstream film industry, making it easy for viewers to interact, get involved and purposely enjoy for the entertainment. Institutionally making the audience to a certain extent a part of the dialogues of in Gotham City.



Lined writing area for student responses.

B6: 18

Sound application of knowledge/understanding

Satisfactory use of a range of examples from three media plat

**END OF QUESTIONS**

32



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