

Teacher Resource Bank

A-level Media Studies

MEST3: Exemplar Script June 2011

Candidate 4 – Grade A





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	8
2	9
3	9
4	10
SECTION A SUB-TOTAL	
5	25
6	
TOTAL	61



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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.

Camera-wipes (transition) (1)

Multiple actor shifts (1)

Evolution (crawling, walking, running) (3) constantly evolving

Fade-out, in one end, out the other.

Cover, then reveal (1) In play-tunnel,
walk through doors, opening/closing of
fridge: pregnancy (1).

Ideologies: advance in life, start family (4)

Language: soothing song (4)

Narrative: Continuing, linear (1)

(3) Family-based. (3) Loving.

(3) Maslow hierarchy - child, school, university,
family, grandchildren

Family values (2) successful. middle-class,
white (2) Committed to customers, long-term (2)

(4) Propp + Todorov. Good character advancing
through life.

Turn over ▶



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

[2]

Institutions- family, home, university,

Bright colour [4]

Fair price [2]

website [1]

Tikuar scale [2]

women want to be her, men want
to marry her [4]



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

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0 5

1

Media Forms

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

The advertisement we watched uses many different techniques to compress a person's life into sixty seconds. There is a continuing, straight-forward linear narrative in the piece, beginning in childhood, and advancing to the stage of being a grandparent. The advert itself uses simple techniques to show that time has passed, such as the girl crawling through the play-tunnel at as a toddler^{baby}, and emerging as a young child (aged around 6). Candles being blown out on a birthday cake causes thing to fade to black, before fading back in to show the girl now grown up, and at University. Walking through doors and transitioning into an older character at the other end is a technique used several times throughout the advert. The opening and closing of a fridge door to show a transition into pregnancy conveys that having a



child of your own opens new doors opening in **Tick** our life. The character at the centre of the advert (and her family around her) are constantly portrayed by different actors (who all look relatively similar), which allows the audience to believe that time has passed in the same character's lives, without having to wait on actors getting older naturally.

The song used in the advert is one that descri**Desc**bes a woman, and suits the advertisement well, as it often seems to be complying with the character's life-story. **Sound knowledge/understanding**

Solid reference to text

Proficient use of media terminology

Turn over for the next question

12

Turn over ▶



2

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

The advertisement communicates brand values for John Lewis in several different ways. The advertisement uses many institutions that viewers expect to see in the life-story of a female: she is born, grows up, goes to school / University, finds a man, gets married, starts her own family, and has grandchildren.

Family values ^{Tick} are prevalent throughout the advertisement, as the lead-woman's life seems to revolve around getting to the stage where she has a family, and taking care of the family.

This ~~ad~~ attempts to show us that customers who opt to buy from John Lewis can expect to have a strong, happy family. At the end of the advertisement, the word "committed" appears on screen, and as the advertisement stays with one character throughout her entire life, it portrays John Lewis as being a company who are loyal and dedicated to their customers for the



long-term. ^{Tick} The advertisements also mentions that it is dedicated to providing a fair price for customers, so John Lewis presents itself as a company that provides its customers with value for their money. ^{Tick}

The main character, and her family in the advertisement, are all white characters, and through their nice, large, well-kept home (and the fact that she attended university, we believe them to be middle (upper- ^{Tick} middle class characters, certainly not lower-class. This shows us that John Lewis provide for people who are looking value for money, and not just a cheap option. On the Titmuss Scale, the family would be in the B1 bracket, not quite rich, but certainly well off. The woman's family also has a mother, father, son, and daughter, which is the stereotypical "ideal family" ^{Tick}. John Lewis provides for this sort of household, not a one-parent home. ^{Thorough knowledge and understanding} ^{Proficient use of media terminology} ^{Sound reference to text} The company's website is also provided at the end of the advertisement, giving it an online presence.

Turn over for the next question

12

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3 Media Representations

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

(12 marks)

The advertisement represents a woman's life in a fairly simplistic manner. Tick

It follows a continuous, linear narrative, from her early childhood, following right through to the time when she is a grandparent.

Ultimately, the main-character's life is presented as a success story. Tick

She grew up, had happy birthdays, went to University, found a man, got married, started her own family, and Tick

eventually she had grandchildren. She is a woman who has constantly evolved through life (this idea may be extended

upon, as she is crawling at the start of the advert, but eventually grows, walks and runs). In the Maslow

hierarchy, she appears to be quite an aspirational woman, as she advances Tick

through life, and achieves an education, nice family, and nice home. Tick

Her life appears to revolve around her family - however, this can be seen in both a positive and negative light. Positively,



it shows that she is a loving and caring woman. However, it could also be seen as showing that all a woman has to aspire ^{Tick} for is to raise a family, as the advertisement does not show her developing any sort of career of her own. She is however, represented as being a strong woman ^{Tick}, as she is leading a happy and successful ^{Tick} life, and appears to be the rock of the family, not dependant on any one ^{Tick} else. The song used in the piece is about a strong woman, and so, coupled with the advert ^{Tick}, the song provides a narrative, and it tells us about what a strong and independent woman the lead-character ^{Tick} is.

Sound knowledge/understanding

Solid reference to text

Proficient use of media terminology

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12

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4 Media Audiences

What pleasures does the advertisement offer its audience?

(12 marks)

The advertisement is one that would provide a lot of pleasure for many audiences watching. One of the most obvious aspects of this is that the central character enjoys a happy, full life, starting as a baby, and continuing through to the stage of being a grandparent. The advertisement uses the simplistic ideologies that a person should be born, grow-up, go to school, go to University, get married, have children, and receive grandchildren. This fits in with Propp's theory that all good stories involve a good, righteous character, and that is what the woman presents in this advertisement. The main character is one that women aspire to be, and who men aspire to find and be married to. Active audiences watch this and connect to the character, comparing her lives to their own, and aspire to be like her. On the other hand, older women may watch the advertisement and feel a connection to the woman because



They have experienced similar lives, and similarly older men may watch the advertisement and be reminded of their own wives. Another of the more obviously pleasurable aspects of the advertisement is the soothing music that plays throughout it. It is a calm, happy piece, which audiences may feel connected to due to its soothing nature, and positive lyrics telling the story of a strong woman.*

Bright colours are constantly used throughout the advert, and these will have a pleasurable effect on the eyes of the audience. Also, the characters in the piece (particularly the main female character) are portrayed by attractive actors. The family togetherness of the piece, belonging to a strong family unit are aspects of the advertisement that the audience may also receive pleasure from.

* Judging by the fact that audiences went out and downloaded the song in masses, I would say it is safe to say that the audience found particularly enjoyable.

Proficient use of media terminology

Solid reference to text

Thorough knowledge and understanding

Turn over for Section B

12

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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.

Television - Internet

Facebook: likes, discussion.

Trailer / advertisement.

Interviews with cast - TV / Internet / Radio.

Trending Twitter

Viewing figures (1st series to last)

200,000 to 2mil



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)

The piece that I looked at for my cross-media study was E4 comedy television series, *The Inbetweeners*. Tick

It is a comedy show targetted ^{primarily} at an audience in their late-teens and early adulthood, although its appeal reaches ~~changes~~ to a wider audience. It focuses on four friends attending school together, and the mischievous situations they get themselves into.

The primary media platform that audiences use to watch *The Inbetweeners* would be television, as new episodes are first shown on ^{Tick} satellite channel E4. However, *The Inbetweeners* influence on (mainly) the younger teen audience is prevalent through its presence on the internet. ^{Tick} For example, as each episode aired, and in the aftermath of the airing of the show, the

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term "Inbetweener" was one of the main trending topics on Twitter.

This means that it was one of the most commonly searched for terms on Twitter that day, a social-networking site with millions of users.

Another indication of the huge presence that The Inbetweener had online was

that on Facebook, another social networking website used mainly by the

late-teen, early adulthood audience that the show targets, many of our

of the central characters (Jay's) terms are quotes that are "liked" by over 10,000 members.

Having such a large presence on social networking websites is something that

would be to a large advantage to a show like The Inbetweener, as a large

percent of their ^{aged} 16-24 target audience would use these social networking websites

on a daily basis. From personal experience, it was clearly apparent that The

Inbetweener was popular with the Facebook audience, as at the time of

airing, it was frequently one of the



most common topics that Facebook members posted ~~at~~ statuses concerning.

Recent polls show that more people are listening to the radio now than at any other time in the last 10 years.

Radio **Eg** One is a radio station that has a particularly large audience, and it targets a lot of young **Tick** listeners.

So, in the promotion of the last series, before the show went on television,

the actor who plays one of the main characters, Jay Cartwright, was interviewed on a Radio One show, encouraging people to watch the new series.

The internet and radio were not the only media platforms to **Tick** promote the

show - trailers and interviews were also featured on television. The trailer for

the **Eg** **Tick** third series featured no words (until details given at the end), and

simply involved the four boys driving into school in their cheap car, with

the song from rapper Jay-Z, "99 Problems" playing throughout. The use of this

song made the show feel modern, but was also **Tick** conical, because it is a song

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associated with with tough gang members, not four boys driving into school.

Interviews with the cast were also featured on television to promote the show. ^{Eg} Cast members appeared on talk-shows, out of character, to promote the show. As it is a show targeted mainly at a male audience, I believe that these interviews helped to persuade female viewers watch the show, as it allowed them a chance to see the actors out of character, and feel more connected to them.

Ultimately, I believe that this does coincide with the point that "to be successful, media institutions have to use a variety of media ^F platforms." In the modern day, simply advertising a show ~~was~~ on television may not be enough to attract a large audience, especially one in a younger demographic. Using new-media ^{Tick} gives shows far more of a



presence with the more youthful audience of today. It allows a larger audience to be aware of, and to connect to, a product.

The latest series of *The Inbetweeners* proves this point, as the third series drew by far the largest viewing figures in the history of the show. Whilst the first two series drew audiences of several hundred thousand, the third series regularly obtained over 2 million viewers per-episode. I believe that this is mainly down to the large presence that the show developed over a variety of different media platforms.

Thorough application of knowledge/ understanding

Thorough use of a range of detailed examples from three media platforms

Clear and appropriate communication. Ideas are structured with consistency and media terminology is used accurately

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32

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