

Teacher Resource Bank

AS Media Studies

MEST1: Exemplar Script June 2011

Candidate 1 – 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	5
2	7
3	6
4	6
SECTION A SUB-TOTAL	18
5	6
6	18
TOTAL	42



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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.

media form - ageing
next stages, different stages of life
mis-en-scene
John Lewis.com to look further

media ist - 'life long commitment to you'
Throughout life
last a life time brand
Trusted brand - good quality
high brand values
'quality price + service'

Reps - family orientated
making babies
'glimps outside home'
Stereotypical - not archetype though
Corranation advertisement
no glimpse of life outside the home
Spent at home

Auds - music 'Billy Joel' - nice lyrics
happyness
Positive advertisement

a joy of what life is like to come, or is it?
not everyone's choice.

~~John Lewis.com~~
'deeply effected people'

Soundtrack top ten UK
chart position

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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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1

Media Forms

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

Throughout the advertisement the techniques which were used to compress a person's life in the 60 seconds were effective and show how important mothers are as well as shinning a positive light onto John Lewis as a brand.

Within the advertisement the use of mis-en-scene was used, especially to do with the camera angles. This helped compress a person's life into 60 seconds. At one stage the woman actor is having her first kiss at university then the camera turns to the side and then she walks through and is getting married. This helps compress the life into 60 seconds but still captivates the audience creating an un-willing ~~intreque~~ intrigue towards the advertisement.

~~Within~~ Throughout the different stages the woman seems to age. The help of similar looking actors and camera angles enables us to think that this is the same person. This allows us to engage with advertisement made by 'Adam and Eve' for John Lewis and fit a whole life sequence in. By moving the actors and the obvious help of



Camera angles it captivates what John
Lewis as a brand are trying to communicate
and express

Some knowledge/understanding

Some adequate use of media terminology

Some reference to text

A1: 5

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 can be seen as a positive reflection for brand values from the majority of people who have watched it.

As a brand it seems to show throughout that family values are the most important and the most significant. This is because throughout ~~the~~ the majority of actors have other people around them whether it is perhaps a boyfriend, family or friends. This seems to show that being together and sharing significant moments of your life are the most important. This would lead us to want to buy John Lewis' products which is their hidden agenda.

Towards the end of the brand writing Suitably appears saying 'quality price and service' this allows us to see that John Lewis are trying to market their products and reminding us what the advertisement is initially about. From seeing these words at the end allows us to establish what the type of products they are. As we see



clips till they reach the age of 'granparent hood' we can presume that the products last a life time. **Tick** Also that they are a trusted brand as ~~so~~ consumers of all age enjoy these products.

John Lewis brand values creates a type of 'equilibrium' for the audience and showing how perfect the brand values for John Lewis are and showing these perfect images of family life. This creates a Disneyfication type of idea for audiences and not showing the true life and how things sometimes in life aren't always perfect. **Tick**

A2: 7

Sound knowledge/understanding

Solid reference to text

Proficient use of media terminology

Turn over for the next question

12

Turn over ▶



3

Media Representations

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

(12 marks)

To some ~~some~~ ^{audiences who watch the} advertisement would watch this advertisement and think that the life time the women had was a perfect bliss. Tick

However not all women want this lifestyle because some have other ambitions. Programmes like the apprentice counteract ~~this~~ ^{as} women are shown as a strong boss like characters, whereas in the advertisement ~~women~~ the woman is has this very much family orientated life with no ambition other than to have a family and a husband. Tick

However as this advertisement was shown in a Coronation Street advert break the majority are looking for that family life which John Lewis are showing. Although this is very much a stereo-type this video was aimed at those people as ^{on} the service the connotation of it is simply that it's a women's life and this is what women are 'supposedly' meant to do, the denotational meaning was to dig deeper so women would think about ~~using~~ buying the brand, it's very much about buying John Lewis products than actually offending



anyone

Although some women thought that 'it showed no glimpses of ~~over~~ her life outside the home' This is true and very much stereo-typed women even more and not helping women of today's society still faced with un-fair treatment. This statement was found by blogspot.com which is an online website, this would have been able to get people's opinions all over the country as 'others' were offended which shows some didn't like the stereotyping women are often labelled with.

Some knowledge/understanding

Some reference to text

Some adequate use of media terminology

A3: 6

Turn over for the next question

12

Turn over ▶



4

Media Audiences

What pleasures does the advertisement offer its audience?

(12 marks)

The audience who watched it the majority seemed to have sought an enormous amount of pleasure. ~~this~~

The song which played over the advert was Billy Joel's 'She's always a woman' cover, this song was released in the 1980's. This would have been ~~reco~~ recognised by the women and ~~perp~~ perhaps ~~booo~~ bought back memories from their youth. Tick

The song was quickly in the charts at the top ten which showed how women reacted to the advert in the right way. By downloading the song it shows how much pleasure the women got watching it because they bought it as it may have reminded them of their youth. Tick

Also the pleasure of the advertisement gives to the viewers is that it makes them reminisce on what they have left in life and what is to come such as grandchildren and retirement as for some viewers this is an vital part of life seeing your grandchildren and watching your children grow up. Tick



However this perhaps wouldn't if been some audience viewers ~~equally~~ pleasure watching this as it may remind them they have to grow old and suffer from numerous health issues and death, which most people are scared of.

John Lewis' director of marketing said it 'deeply effected people' which shows how much pleasure some had got from it. As it got 130,000 hits on YouTube it showed people had gone out of their way to watch it again and experience the same feeling they got the first time. A

Tick

A4: 6

However at the end it said 'John Lewis.com' which showed that women could go on there to see what else the company could offer, knowing that people after seeing this would be more include to buying products from John Lewis as they new women would be satisfied.

Some knowledge/understanding

Some reference to text

Some adequate use of media terminology

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.

OK: ~~magazine~~
OK: ~~television~~
OK: ~~online~~



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)

OK! is a famous magazine across many countries which includes United Kingdom, America, Spain and many more.

Aardman is a stop motion picture company which started off as a project at school and now has become one of the most successful stop motion picture companies in the United Kingdom. Aardman company has a broad range of films, episodes and online clips.

Aardman are probably best known for their episodes on the BBC called 'Wallace and Gromit' these have become highly successful and their episode known as 'Loaf or Death' was screened on Christmas day and was the highest viewed programme on that day which is a huge achievement within itself. So from this fact alone could prove that media institutions ^{don't} have to use a variety of media platforms, or does it?

Turn over ▶



Once Aardman had developed they worked on new projects called 'creature comforts' ~~that~~ which was featured on ^{aardman's} an online website, ~~where~~ it immediately became an online sensation leading to the Spin-off of 'creature discomforts' which worked with an online charity to show that disabled people are capable of carrying out normal tasks in life, which later featured on BBC. This was such a success it made Aardman a brand and a national treasure. This shows that it is also important to use different platforms such as E-media for it to be a success. Use and gratification theory can be applicable here as people were choosing to go online and watch these episodes out of their own enjoyment and dismissing other internet sites such as YouTube where they could watch anything, as they see fit.

This would have been an advantage to Aardman because it would have created instant exposure and free advertising for the institution which is one of the many advantages of the internet. Just because of the success of the online series on 'creature comforts' and 'creature discomforts' wouldn't necessarily mean that more people would have heard of the Aardman brand because



of this. The broadcast platform is a bigger platform for programmes to get noticed rather than the internet, for now as times are changing and people are starting to turn to the internet more and institutions are having to adjust to this by developing such websites as 'iplayer' and '4od', which allows you too watch any of the favourite programmes you've missed. This plays as an advantage for using a wide range of platforms which Aardman does. However as I was previously saying 'Wallace and Grommet' was what made Aardman a huge success and made them their name, but ~~not~~ as times are changing the internet is taking over and more and more people are choosing to turn to the internet as it ~~the~~ younger demographics can access anything from all over the world through their laptop or computer.

However in 2008 Aardman teamed up with Pixar and created a film called 'Flushed away' which created a different type of stop motion picturing. The audiences didn't take to it and it became a 'flop'. As the media was telling us that the film ~~was~~ wasn't any good it was spreading the word, that's how the hyperdermic needle can be applicable because so called 'experts' are

Turn over ►



telling us it's no good were choosing to listen which led to horrific cinema views. Aardman quickly ~~dis~~ broke from Pixar causing a massive damage in their reputation. But quickly came back with their instant hit film 'Wallace and Grommet, Curse of the Were Rabbit' which they went back to their roots using stop motion picture. which showed how quickly using all media platforms could affect negatively to successfully. Other directors caught onto the success such as quirky Director Tim Burton and his stop motion film 'Corpse Bride'.

Aardman capitalised by reaching out to all three media platforms as they used numerous double page spreads in newspapers which showed the use of print to access all to advertise a 'Great British Tea party' which hosted Wallace and Grommet on the front for 'Fett (Fetley Tea)' which would attract instant attraction due to the popularity they have. It was an instant hit with many people across the country getting involved. This shows how all three media platforms can generate interest no matter what age.



Whether the platform was for E-media which Aardman catered for by using their website for different uses such as Games or sharing collectable Aardman pieces and using it to start a mini-series off it shows the successful power Aardman have. However if Wallace and Grommet didn't start off on the BBC would the same success occur for Aardman for it's series online? Or would people have responded to the MIA Great British tea party advertised in the newspapers? ~~Per~~ Perhaps not ~~at~~ these days to have a successful franchise it's important to feed all three media platforms to access all audiences; such as Harry Potter franchise as they all have the three platforms which help it become successful the books, films and internet website. So I do believe that institutions need to be able to reach all three platforms to be successful.

Sound application of knowledge/understanding

Adequate use of some examples from at least two media platforms

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

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