

Teacher Resource Bank

A-level Media Studies

MEST3: Exemplar Script June 2011

Candidate 1 – Grade E



Adidas

- represented positively
- original version of the popular recent song fits in with 'original appeal.'
- having fun
- party culture
- not seen to be drinking/smoking/drugs
- All young trendy, smartly dressed
- appeals to young audience
- repertoire of elements of a young persons advert
- intertextuality = website
- multi ethnic group of people
- star theory - Beckham, rev run, etelle, King Kings
- 'celebrate originality.'
- creative
- xbox line

However

- spray cans
- light smoking
- gambling
- promiscuity - KP - sexual look

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leave blank

leave blank

Write the two digit question number **inside** the boxes next to the first line of your answer

Answer

Leave blank

NHS

- shock factor to appeal to audience
- stereotype theories = Perkins = some truth in it.
- represent teens negatively
- 'why you don't start a night like this, so why end it this way.'
- use of Amy Winehouse song in background - constantly represented badly in the media.
- MORAL PANIC - ~~how we see~~ underage drinking
 - promiscuity
 - danger
 - UK being in the top 5 for irresponsible drinking
 - on every alcohol advert recently it states 'enjoy responsibly'
- clearer use of Tolson's narrative theory.

0 1

Both media products represent and appeal to an audience of the younger age range (16-24) and may both do this in a variety of different ways - some positive, some negative.

The first media product - The Adidas Home Party Advertisement begins by showing a spray can, and then a graffiti style logo on a wall, this idea and style is generally linked to the teenage audience, due to its 'cool' nature. The advert tends to represent the idea of young people rather positively in most aspects. The original version of the recent and extremely popular song 'Beggin' features in the background as diegetic music, linking back to the 'original' appeal of Adidas. All of the actors shown in the clip seem to be having fun, and laughing, dancing and joking in a party environment.

This counteracts the recent stereotype of the ^{negative effects of the} youth party culture, as they are not even seen to be drinking, smoking, taking drugs or being promiscuous. They are all also dressed smartly and trendy. Another aspect is the fact that a multi ethnic cast is featured showing that everyone of every ethnic diversity are equal and can all have fun. Star theory applies here suggesting that the audience will consume the text differently due to the array of famous faces featured.*

However, spray cans, graffiti, grumbling, lights smacking and sexualness are all also used

1 within this advert which could represent teens negatively.

2 The second advert is one for an NHS campaign. It shows a very negative representation of young adults. Immediate stereotypes are used to fit in with Perkins' ~~theory~~ stereotype theory, stating that

3 there is some truth in the portrayal of ~~these~~ young people within this advert. Such as, unacceptable/dangerous behavior whilst drunk. ~~The song~~ The diegetic music played throughout is a song by Amy Winehouse, who is well known ~~as~~ and heavily negatively represented by the media.

4 The whole theme of this advert is to point out the recent moral panics surrounded by young people drinking alcohol.

5 It directly reverses the structure of Todorov's Narrative Theory, showing a new equilibrium at the start, disequilibrium in the middle, and an equilibrium at the end.

6 * Adidas also link up with Xbox Live, which heralds a huge fan base for young people, selling official clothes for characters and so on.

Profound eval of rep, range of points + reference L3 8/10

7 One main tactic that producers use nowadays to appeal to audiences is the factor of shock.

This has proven to be very controversial but ~~also~~ also very effective in recent years.

8 Many health organisations widely use shock tactics to appeal to younger and older audiences, because 'sometimes people just don't realise if their life is in jeopardy until they are shocked



into seeing it for themselves.' (famous words states about Americans by Barack Obama) ~~Along~~ A few adverts have even been banned due to the severity of aspects in which they feature.

eg One example of this was showing a German advertisement showing life of ~~two~~ alcoholic parents through the eyes of a baby.

desc This specific NHS advert shows a mild form of shock to portray a stereotypical 'night-out' for a young ~~person~~ woman. It shows her getting ready to go out, but from the reverse perspective, showing acts that may occur during a night.

F?

For example, spilling wine down a cream coloured top, throwing up and getting sick in her hair and etc. This advert plays on stereotypes of the recent 'party culture,' which is always represented negatively in the media, proving that the moral panics over irresponsible drinking are part.

Due to adverts like this, a huge scheme of 'responsible drinking' has been set up and even the pen I write with features the words 'drink aware,' this however poses the question that the shock tactics used in advertisements today do in fact have a positive outcome.

(ms)

struggles to focus on Q, some adequate eval of MD

A relevant eg.

L1 (3) L2 3/4

0 3

eg desc Online marketing sites such as Ebay, Ebay, Amazon and etc have become a huge part of many peoples lives during the past decade.

wc It is also well known that well over half the percentage of the population of Britain own a computer with internet facilities, a ~~big~~ staggering percentage of them being a youth audience. Therefore it can evenly be said that

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there is huge value in targeting youth audiences through online marketing. As it is apparent that more and more, ~~is~~ and younger and younger people are becoming 'computer literate' it is almost certain that buying almost anything online comes as second nature, ~~and~~ and to most people much more conveniently also. As shown in media product 7, the Adidas corporation cover their products over a huge ~~field~~ field of platforms, whether it be ~~e-media~~ e-media, magazine/print or through television. Adidas work exclusively with ~~Xbox~~ Xbox line, enabling gamers to buy extra footage of adverts, downloadable content such as clothes for gaming characters and etc therefore proving the wide range of facilities available ~~off~~ online, especially seeing as Xbox Live is a youth dominated culture.

However, it has also been states that this easily accessible online marketplace has numerous ~~plans~~ plans. Recent studies have even shown many government officials wanting to put age ratings on games, films, and television programmes thus trying to promote age barriers. It has also been a government report that very young people can go on online marketplaces which are rated and ~~even~~ even illegal in some cases.

Adequate end of wc, some general egj

L2 (6)

NOTES

- passive active audience
- conglomerates
- hypodermic media theory
- WikiLeaks
- Two step flow
- Dominant
- Oppose
- Negotiate

0 6

It is apparent that the world first heard about the death of the 'King of Pop', Michael Jackson via the online gossip and blogging website TMZ. This is a ~~big~~ huge example promoting the way in which new digital and e-media platforms have erupted in both popularity and

nom ✓ power over recent years. It is also widely accepted that 'with a bit of dedication - anything can be found online.' which was a quote from *no* ✓ celebrity renowned blogger Perez Hilton. Many huge conglomerates appeal to audiences the majority of time online now, as well as having a news base in

the papers, many newspapers also have websites (news of *eg* the world, guardian ~~etc~~). There are also many controversial sites that even deal with government matters, one main rumour website being 'WikiLeaks'

eg where parts of terrorism ^{threats} and events within CIA appear, * for audiences to see and also many other political aspects. There are many media ^{audience} theories, stating reasons ~~Many media theories are~~ for how audiences consume texts and also why they act the way they act because of it. One theory is called the Hypodermic Needle theory, stating that audiences passively accept the information they are



A Th desc

presented with by the media. For this to be true though, the audience would have to show no opinion and just openly accept ~~the~~ what the media presents.

Hall's theory of encoding and decoding ^{Another is} states that audiences react in either of 3 ways when viewing/hearing a media product. Those three ways are; dominant

(Th) desc

response, ~~opposing~~ ~~response~~ which agrees with ~~that~~ the hypodermic Needle ~~theory~~ ideology, the opposing response which obviously means the audience oppose the media information and the last response being the negotiable response, showing a debate as to whether some of the information

(Th) desc

is correct and acceptable whereas some isn't. This theory seems more rationalised as it includes three different personality traits rather than just stating audiences passively accept the media information posed by the media.

Th desc

Information can reach audiences in many ways. Another theory called the Two Step Flow explores this, stating that we do not receive the information presented by the media instantly within one transfer, ~~it is~~ the theory states it is passed onto a first hand middle man who almost sieve the information they choose through to audiences.

A/Th desc

① This is the idea that audiences are either active or passive. Active meaning they play a part in the decision whether to accept information, and passive stating that no part is played within this decision.

?

Whichever theory resembles the way in which the audience interpret the media suites more, it ~~cannot~~ be argued that the rise in technology and intelligence of people, that



? the E-media platform will continue to thrive and there will always be a point of reference for information for audiences.

However there are certain negative implications.

M/D ✓ For example, how reliable are certain media institutions? In most cases this question can never be answered and therefore a lot of the time it is extremely easy for audiences to be misconstrued by certain ~~aspects~~ information ~~released~~

F/A ✓ ~~is~~ available to the public. Another question is one stating will it be possible to regulate

F/M/D ✓ how new media reaches audiences? It is already highly debated about restrictions of media.

eg One recent example of this is the hugely commercialised Ryan Giggs scandal in where he tried paid off certain media institutions to prevent the release of information to do with his affair.

Mostly a lot of descriptive theories, struggles to focus on Q,
No clear CS, a few v general egs.

Just adequate NOM + INT

L1 (8)