

Teacher Resource Bank

A-level Media Studies

MEST3: Exemplar Script June 2011

Candidate 2 – Grade A



Paper Reference:

MEST3

Examination Date:

For office use only

Centre Number:

Candidate Number:

Surname:

Other Names:

Your Signature:

I declare this is my own work.

Write in the white box how many answer books you have submitted

Please write the Paper Reference and your Centre Number and Candidate Number on each book and tag them together if possible

1

Total

69

INSTRUCTIONS TO CANDIDATES

- Use black ink or black ball point pen. Do not use pencil or gel pen. Do not use correction fluid.
- Write the information required in the spaces above. Complete in BLOCK CAPITALS.
- Use both sides of the paper. Write only within the white areas of the book.
- Write the question number in the two boxes provided in the left hand margin at the start of each answer e.g. 0 1
- If you make an error when writing the question number, fill in both boxes completely and write the question number in the space immediately below the boxes you have filled in.
- Leave at least two line spaces between each answer.
- Do all rough work in this answer book. Cross through any work that you do not want to be marked. Do not tear out any part of this book. All work must be handed in.
- If you run out of space in the answer book, ask the Invigilator for a second answer book. Complete all of the information required in the spaces on the front of the second answer book.



NOTES -

"CELEBRATE ORIGINALITY"

1 - "ORIGINALITY"

ETHNIC MINORITY BASED

NO YOUTH FIGURES

PHALLOCENTRIC

PRODUCT PLACEMENT

PATRIARCHAL

STEREOTYPICAL?

POST-COLONIALISM

INFLUENCING YOUTH TO PARTY?

YOUTHFUL MUSIC

CONSUMERISM

GLOBALISATION

~~RECENT~~

FEMINIST - KATH PERRY "SETIFIED"

AMERICANISED

ALL YOUNG AND GOOD-LOOKING

INDIVIDUALISM.

AMERICAN CULTURAL IMPERIALISM

2 - CONTRAST TO PRODUCT 1

GOVERNMENT FUNDED

NO IDOLS

VANITY

STEREOTYPICAL?

RHETORICAL

SHOCK JAWE.

WORKING-CLASS HOUSEG.

YOUTHFUL MUSIC

FASHION-RELATED.

GENERALISING

OTHER TEXTS TO COMPARE - NIKE ADVERTISING.

HORROR FILMS FOR SHOCK TACTIC. - "JAW"

+BOT LIVE, PSN

1 The first medic product represents youth in a positive light, possibly stereotyping the youth of today as all being consumerist and addicted to the "rock n roll" lifestyle. In contrast, product 2 also shows youth ~~as~~ hand in hand with alcohol but doesn't celebrate it, it instead is a government funded appeal to warn on the effects of binge drinking.

The first product uses idols from varying subjects to endorse the ideology of individualism, the term "celebrate originality" which appears at the end of the advert signifies Adidas' apparent idea that youth crave individualism and the need to "fit in". However, the advert is extremely "Americanised", based in what looks like a suburban cul-de-sac and arguably containing many ethnic minorities it can be argued that Adidas are aiming their appeal at a niche audience of youngsters. The "black" tinged soundtrack as well as the clothes all participants wear i.e. baggy jeans, trainers fit into the image of "gangsters". The presence of notable "gangster" rap artists such as Missy Elliot and Run DMC play up to that appeal.

On the contrary, product 2 has no notable idols, no celebrities. It can be argued due to Adidas globalisation, they can afford to throw money at advertising. However, like product 1 it plays up to the vanity idea, having to look physically attractive. Both products represent ~~youth~~ youth from differing angles. Product 1 celebrates alcohol and a party lifestyle, whereas product 2 warns against it. It is also phallocentric in its portrayal of males at the centre-piece of the party. Trying to dance with girls etc.

Revised analysis with sophisticated use of rep. V good GA

0 2

Shock tactics are often used at the beginning of horror films to create a dramatic atmosphere, create suspense and grip an audience. For example, at the beginning of the film "Signs" we have a girl screaming after the father wakes up.

However, it is a tactic not often used in advertisement, but is one repeated by NHS created adverts, the "quit smoking" ads spring to mind. It can be argued that the government and the NHS considered the target audience of 18-24 year olds attention spans to be low, and to get their undivided attention, shocking them would gain

it. However, it can also be suggested that the subject matter needs to be shown as ~~seto~~ shocking. As with the "quit smoking" adverts that

depicted a fishing hook in a person's mouth, it can be suggested that the NHS understand how addictive alcohol and nicotine can be and therefore the only way to get people to calm down on the former and quit on the latter, is to

show the effects, warts and all. The shock tactic immediately grips an audience so that the message gets through. This can be argued as the hypodermic needle theory, however, by leaving the rhetoric question "you wouldn't start a night like this, so why end it that way?" leaves the viewer in no uncertain

terms ~~that~~ of the answer. It can also be argued that it is generalising youth by saying the main culprits of binge drinking are (from the look of the moose in the advert) either students or working-class. Marxists would argue that it is the dominant ideology in practice, that the bourgeoisie are humiliating the working-class ~~as binge~~ depicting them or accusing them of binge-drinking.

Sophisticated level - Range of points - 2 valid egs - overall
marksheet L3 (8)

3

Online marketing is something that has come to the forefront as the technological revolution has evolved. The advantages of advertising on the web is that all different "genres" of people will see it and it offers an accessible link to go and buy the product at a few clicks of a button.

NPM WC

The advantages in relation to a youth audience depends on the site you advertise on: For example eg advertising on Myspace or youtube can almost guarantee exposure to a youth audience, however advertising on the Guardian or Daily Mail website won't.

MN

The globalisation of most American companies has seen online marketing become more and more important. Western hegemony it can be argued is gained from American cultural imperialism whereas at the beginning of the 20th century it was militaristic imperialism as part of the British Empire. Now, it's about convergence and making less well-off countries to welcome

WC

MN

the idea of capitalism and consumerism. So for western companies to advertise to a more

WC

diverse audience the internet is a necessity. Also,

NPM

it is financially cheaper to advertise over the internet than on the TV, and so small companies can get a bit of exposure.

WC

NPM

WC

However, the downside is you can never be sure of your target audience. Whereas if you wanted to reach a youthful audience on TV, putting adverts on MTV would be guaranteed to reach teens. However, on the internet it is much more difficult to predict how many of your target audience will actually see the adverts.

WC NPM

eg

Sophisticated level, adv + disadv. wide range of WC

weaker egs, but are a no. of general.

L4 (10)

Vgcl CA



0 5

The treatment of homosexuality within modern media outlets is a drastic change from the early 20th century where homosexuality was absent or "smuggled in" to films such as *Ben-Hur*. It then went through a phase of being reviewed as deviant in the hetero-normative society. For example, "Cruising" starring Al Pacino was panned for its depictions. ~~However~~. However, it can be argued that the post-modern fragmentation of society has challenged the norms of society and there is no longer one mainstream and hundreds of alternatives, but lots of alternatives fighting for exposure. Marxists would argue that the dominant ideology of the patriarchal society of being heterosexual is changing as exposure to homosexuality is coming. It may seem that more civil views to homosexuality have been around for a while, however it is only this century that the first gay kiss appeared on TV (in *Brookside*). You can also see from one episode in *Torchwood* which depicts a gay kiss between males as gentle but frowned upon and then one between females as erotic as hypocritical of this. It can be argued that this shows the phallogocentric society we live in, allowing a lesbian kiss to be seen as sexual. Butler would argue this fits in with the "Male gaze". Having two women kiss ~~not only~~ keeps the attention of a male audience offering an escape from the story for a brief period.

wc eg ✓

R ✓

eg ✓

R ✓
M ✓

V ✓
M ✓

eg ✓

R ✓
M ✓
eg ✓

M ✓

M ✓

FIR ✓

However, in terms of the news, it can be argued that depictions of homosexuals is still treated with a tinge of tragedy. Big deals are made out of politicians coming out as gay



R ✓ When really it shouldn't be a big deal at all. It can be suggested that this links into Gramsci's idea of hegemony. The news outlets by reporting celebrities "coming out of the closet" re-invigorates

A.Th ✓ the ideas of what is normal. However, it can also tie in with the reception theory as depending on your upbringing, whether you're liberal or religious, it will be up to you whether to decide admitting you are gay is a big deal or not.

In terms of the major representation of homosexuality, it is mainly as highly consumerist and obsessed with individualism. It is true that the pink-pound is powerful now, which offers homosexuals economic power, despite the dominant ideology

WC ✓ robbing them of ideological power. Shows like Gok Wan's Fashion Fix don't help shake the stereotype

eg ✓ of gays as flamboyant and consumerist, as well as feminine and bitchy. But at least it offers a

MD ✓ role model for gays who are teens. As in the 1950's or 60's role models for gays were practically non-apparent.

Furthermore, in terms of films, homosexuality has come a long way. In the era of McCarthyism, homosexuals were thrown out of Hollywood and many

F/WC ✓ lost work because of the fear of communism. Nowadays films such as "Milk" which was critically ~~and~~ acclaimed and won awards, and

eg ✓ more significantly "Brokeback Mountain" have represented homosexuality in a positive light. Referring to the latter. It can be argued that "Brokeback Mountain" ~~to~~ allows an audience to frown upon the views held in the 1950's whilst ignoring that prejudice and discrimination are still apparent,

MD/WC ✓ especially in American society where in 2008

California passed a motion banning homosexual marriage. In "M.I.R." it portrays a gay politician as having all the same qualities of a straight one. This challenges the heteronormative discourse.

Furthermore, it can be suggested that this can all tie in with the "Queer Theory". The idea that individualism is a necessity,

especially for homosexuality. The conformity of society was challenged by gay icons like David Bowie and Freddie Mercury who (especially

Bowie) showed the fluidity of gender and inspired a whole generation to break away from societal norms and create a fragmentation. However, it

can also be argued that stereotyping homosexuality in films still occurs. Every major Hollywood film

still shows the gay character as an caricature. For

example in Sat and the City 2, it opens with

a major gay wedding of which BBC film critic Mark Kermode said "would only be

acceptable if it was self-representation. It leaves no rock unturned as far as gay stereotypes go.

Even Liza Minnelli appears!

Overall, I think homosexuality in the media has improved in the 21st century, homosexuals

are more exposed than ever and economically, companies now aim advertisement and products at

the gay market. Politically, Stonewall led by Ian McKellen is an important gay rights group

that the government convenes with. However, I believe homosexuality differs in mainstream cinema

because of the dominant ideology. The patriarchal society and ideology of the "macho-man" being the hero, was challenged by the film "Lara Croft

Reg ✓ "Tomb Raider" but it would seem an openly gay "hero" isn't ready to be unleashed yet. Marxists would argue that the rulers want to keep a tight hold on introducing anything not considered "normal"

M/WC ✓ to keep everybody in line. It is difficult to say homosexuality is still perceived as deviant, and I believe it would be wrong to. Films like "Brokeback Mountain" celebrate a homosexual relationship, albeit

eg. R ✓ one that ends in ambiguous tragedy. Also, Torchwood has a bisexual hero. Furthermore, Will and Grace is one of the most successful shows in American

eg. ✓ history despite its apparent homosexuality. This shows self-representation of gays can be mainstream and

M/WC ✓ popular. However, it is a comedy, but at least its homosexuality reaching itself.

Therefore, I believe society is still in ~~an~~ a zone where homosexuality is seen as ~~the~~ an "alternative" and not part of mainstream

M/D/R ✓ society despite the exposure it gets. I believe this is because the dominant ideology surrounds us and TV and film do little to

R ✓ dispell it. However, with the rise of the internet and its lack of censorship, the age

WC ✓ of moral panics about AIDS are behind us and self-representation of gays will be easier to create, distribute and access. This could result in Hollywood getting rid of the trend of caricature

R ✓ homosexual characters and get them to focus on creating more friendly homosexual-related films, and tying in with the cultivation theory, begin to

M ✓ discuss the idea of homosexuality as "out there"

M ✓ ~~case~~ adding to the post-modern fragmentation of ~~soc~~ society and making everyone more accepting of homosexuality and the prejudice

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

Answer

Leave blank

and discrimination they have to go through on a day to day basis.

Sophisticated and d rep, wide range

Comprehensive

Detailed CS with wide range of eggs, analysed in detail

Sophis + wide range 1 DT / WC

Focus, rather than sharp; on Q

44 (44)

