

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
SECTION A SUB-TOTAL	
5	
6	
TOTAL	



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.



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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.

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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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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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