



General Certificate of Education
Advanced Level Examination
June 2011

Media Studies

MEST3

Unit 3 Critical Perspectives

Thursday 16 June 2011 1.30 pm to 3.30 pm

For this paper you must have:

- an AQA 16-page answer book.

Time allowed

- 2 hours (including 15 minutes' viewing time)

Instructions

- Use black ink or black ball-point pen.
- Write the information required on the front of your answer book. The **Examining Body** for this paper is AQA. The **Paper Reference** is MEST3.
- Answer **all** questions in Section A and **one** question from Section B.
- Do all planning in the answer book. Cross through any work that you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- You will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.
- You will also be awarded marks for showing 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 (including 15 minutes' viewing time) planning and writing your answers to Section A.
- You should spend one hour planning and writing your answer to Section B.

Section A

Answer **all** questions in Section A.

Read the information and the three questions below.

You will be shown two media products **three** times. In between these viewings you should make notes in response to the questions below. These notes will not be marked.

You should spend approximately 45 minutes answering the questions in Section A.

Media Product One – Adidas House Party Advert

Adidas launched the House Party campaign in January 2009. The advert was part of the Adidas Originals brand campaign which used television, cinema, print and online platforms. The Adidas website described the campaign as 'set against the backdrop of a house party hosting an electric mix of people from the worlds of music, fashion and sport'. The advert includes David Beckham, The Ting Tings, Estelle, Missy Elliot, Katy Perry, Method Man and Run DMC. The song in the advert is the Pilooski re-mix of Frankie Valli's original version of 'Beggin'.

Adidas also created a version of the advert which enabled users to click at various points of the film to view extra footage. Xbox Live also hosted a dedicated Adidas Originals section on its portal where gamers could browse and download content.

Media Product Two – NHS & Home Office Advert

The £4m campaign targeted 18 to 24 year-olds with the slogan, 'You wouldn't start a night like this, so why end it that way?' There were two TV adverts in the campaign, one focusing on a young man and one on a young woman getting ready to go out. The campaign used TV, radio, press and digital platforms. The TV adverts appeared on youth programming, sport and music channels; the radio adverts on national and regional stations; and the print adverts in youth-oriented titles including Nuts, NME, Glamour and Reveal.

In *The Guardian*, Jacqui Smith, the Home Secretary at the time, said: 'This new campaign will challenge people to think twice about the serious consequences of losing control. Binge drinking is not only damaging to health but it makes individuals vulnerable to harm.'

Question 1

0	1
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 Evaluate how each media product represents young people. (8 marks)

Question 2

0	2
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 Why are shock tactics, such as those in media product two, so often used? You may also refer to other media products to support your answer. (12 marks)

Question 3

0	3
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 Consider the value of using online marketing to target a youth audience. You should refer to other media products to support your answer. (12 marks)

Section B

Answer **one** question from this section.

You are advised to spend **one hour** on your answer.

You will be rewarded for detailed reference to media products and your own individual case study.

EITHER

Representations in the Media**Question 4**

0	4
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'Constant media stories about gang crime create a depressing and unbalanced picture of black youngsters.' (www.guardian.co.uk)

Using the group or place you have studied, consider whether media portrayals are more complex than simple positive or negative representations. *(48 marks)*

OR

Question 5

0	5
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Quote has been removed due to third party copyright constraints.

How does the representation of the group or place you have studied differ across different media platforms or genres? Why do you think this is the case? *(48 marks)*

OR

The Impact of New/Digital Media**Question 6**

0	6
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The world first heard about the death of Michael Jackson from the online gossip website TMZ.

How has new/digital media changed the ways in which information reaches audiences and what are the implications? *(48 marks)*

OR

Question 7

0	7
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'New and digital media erodes the dividing line between reporters and reported, between active producers and passive audiences: people are enabled to speak for themselves.' (www.indymedia.org.uk)

Have such developments made the media more democratic, with more equal participation by more people? *(48 marks)*

END OF QUESTIONS

There are no questions printed on this page

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