

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

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



General Certificate of Education
Advanced Subsidiary Examination
June 2012

Media Studies

MEST1

Unit 1 Investigating Media

Tuesday 15 May 2012 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 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.
- You will also be marked on your ability to:
 - use good English
 - organise relevant information clearly
 - use specialist vocabulary where appropriate.

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.



J U N 1 2 M E S T 1 0 1

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 title sequence for *The Simpsons* episode, 'MoneyBART', first broadcast in the UK on 21 October 2010 at 6pm on *Channel Four*.

The titles were storyboarded by celebrated British street artist *Banksy*, who is renowned for his controversial graffiti and whose identity remains a closely guarded secret. It was the first time that an artist was involved in the opening credits of the show, one of the most successful television brands of all time.

In general the titles begin in their usual way and then move into an extended sequence. This sequence was apparently inspired by reports that *Twentieth Century Fox* sends out some of their animation for *The Simpsons* to a company in South Korea. Outsourcing in this way would mean that episodes could be mass produced more cheaply.

The Simpsons has a reputation for being cheekily disrespectful to its parent company, *Twentieth Century Fox*, who initially pulled the title sequence from *YouTube*, claiming that it breached copyright restrictions. Quickly going viral, the sequence later reappeared and within a few weeks received over five million hits.

1 Media Forms

How does the opening of this title sequence use media language to draw the audience into the programme? (12 marks)

2 Media Representations

How does the extended sequence represent the workplace? (12 marks)

3 Media Institutions

How does the extended sequence make fun of the commercial nature of media institutions? (12 marks)

4 Media Audiences

What features of the whole sequence made it so popular on *YouTube*? (12 marks)



You may make notes on pages 3, 4 and 5. These notes will not be marked.

Turn over ►



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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