



General Certificate of Education  
Advanced Level Examination  
June 2012

## Media Studies

## MEST3

### Unit 3 Critical Perspectives

Friday 15 June 2012 9.00 am to 11.00 am

**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 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.
- You will also be marked on your ability to:
  - use good English
  - organise information clearly
  - use specialist vocabulary where appropriate.

#### 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.

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## 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.

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### Media Product One – The film trailer for *Eclipse* from [www.eclipsethemovie.com](http://www.eclipsethemovie.com)

*Eclipse* is the third instalment of The Twilight Saga film franchise, released in the UK in July 2010. The official website says ‘Bella once again finds herself surrounded by danger as Seattle is ravaged by a string of mysterious killings and a malicious vampire continues her quest for revenge. In the midst of it all, she is forced to choose between her love for Edward and her friendship with Jacob’. Edward is a vampire and Jacob is a werewolf.

The film is a mix of horror, romance and fantasy, with a UK cinema demographic of mostly women and 15–24 year olds. Although the film was a financial success, some reviews criticised the film.

The official website contains the trailer, downloadable photos, an online store and community links to Facebook, YouTube and Twitter.

### Media Product Two – The film trailer for *Let the Right One In* from [www.lettherightoneinmovie.com](http://www.lettherightoneinmovie.com)

*Let the Right One In* is a Swedish film released in the UK in August 2008. The official website describes the film as ‘disturbing, darkly atmospheric, yet unexpectedly tender’. Oskar, a lonely 12 year old boy who is bullied at school finds friendship and love with a young girl called Eli who turns out to be a vampire. Eli’s arrival coincides with a series of gruesome attacks and deaths.

The film is a mix of horror, romance and drama. It was a critical success and won many awards at international film festivals. A US remake, *Let Me In*, was released in October 2010.

The official website contains the trailer, a synopsis, press reviews, photos and a link to buy the DVD.

#### Question 1

|   |   |
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| 0 | 1 |
|---|---|

 Evaluate how the two trailers use the narrative technique of enigma to encourage the target audience to watch the films. (8 marks)

#### Question 2

|   |   |
|---|---|
| 0 | 2 |
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 Why are media products that represent outsiders, such as vampire films, so popular? You may also refer to other media products to support your answer. (12 marks)

#### Question 3

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| 0 | 3 |
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 Do you think that official and unofficial websites contribute to a film’s box office success? You should refer to other media products to support your answer. (12 marks)

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**Section B**

Answer **one** question from this section.

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

You will be rewarded for showing independent study by using:

- your own individual case study topic
  - your own individual choice of media products.
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**EITHER**

**Representations in the Media****Question 4**

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 There are a wide range of representations in the media and audiences are free to choose how they interpret them. Do you agree? *(48 marks)*

**OR**

**Question 5**

|   |   |
|---|---|
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 How and why do alternative representations of the group or place you have studied challenge mainstream values and ideology? *(48 marks)*

**OR**

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

|   |   |
|---|---|
| 0 | 6 |
|---|---|

 The only way to survive in the digital world is to keep innovating. Do you agree? *(48 marks)*

**OR**

**Question 7**

|   |   |
|---|---|
| 0 | 7 |
|---|---|

 Most of the traditional media's attempts to compete with new and digital media have been too little and too late. Does your case study support this view? *(48 marks)*

**END OF QUESTIONS**

**There are no questions printed on this page**