

Centre Number						Candidate Number				
Surname										
Other Names										
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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
January 2013

Media Studies

MEST1

Unit 1 Investigating Media

Wednesday 9 January 2013 9.00 am to 11.00 am

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 A N 1 3 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 *Embrace Life*, a British public information film made for the Sussex Safer Roads Partnership about the importance of wearing seat belts. The short film has become an international phenomenon, reaching 129 countries through social networking and video sharing sites, after it was launched on the internet in January 2010.

Highly praised for its visual and emotional impact, the film has scooped a range of awards worldwide. By December 2011, the film had over 14 million views on YouTube and a Facebook group, 'This Ad Should be on TV', had been created.

Executive Producer, Neil Hopkins, said that the film had originally been designed to be screened at local cinemas, on the Sussex Safer Roads Partnership website, and at local educational events. He added: 'We never dreamed that the campaign would touch so many people.'

- 1 Media Institutions**
How does the institution take an original and positive approach to road safety advertising? (12 marks)
- 2 Media Forms**
How does mise-en-scène contribute to the impact of the film? (12 marks)
- 3 Media Representations**
How is family represented in the film? (12 marks)
- 4 Media Audiences**
Why does the film appeal to such a wide audience? (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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Turn over for the next question

12

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2 Media Forms

How does mise-en-scène contribute to the impact of the film? (12 marks)

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Turn over for Section B

12

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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.

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END OF QUESTIONS

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