

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 2013

# Media Studies

# MEST1

## Unit 1 Investigating Media

Monday 13 May 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 1 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 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 a short sequence from *Frozen Planet*, first broadcast on BBC One and BBC One HD at 9.00pm on Wednesday 16 November 2011, and also made available to watch online via BBC iPlayer. As part of the most watched natural history series in the UK, this episode attracted over seven million viewers.

Shot over four years in high definition at a cost of £16 million, the seven-part nature documentary series explored the Arctic and the Antarctic. The end of each episode contained an extra section called 'Freeze Frame', showing behind the scenes footage of the production team in action.

Made in association with the Open University, the series was presented by Sir David Attenborough. *Frozen Planet* has been highly praised, particularly for upholding the public service values of the BBC: 'to enrich people's lives with programmes and services that inform, educate and entertain.'

- 1**            **Media Institutions**  
What is the BBC hoping to achieve by including behind the scenes footage?  
(12 marks)
- 2**            **Media Forms**  
How are editing and sound used in the sequence to structure the narrative?  
(12 marks)
- 3**            **Media Representations**  
How is the camera crew represented in the sequence?  
(12 marks)
- 4**            **Media Audiences**  
Does the programme 'inform, educate and entertain' its 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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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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32

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