

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
June 2014

Media Studies

MEST1

Unit 1 Investigating Media

Friday 23 May 2014 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.



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MEST1

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 television trailer, 'Meet the Superhumans', produced to promote *Channel 4's* coverage of the Paralympic Games. It was first broadcast in the UK at 9 pm on 17 July 2012, across 78 television channels, to an audience of approximately 10 million viewers.

Securing the exclusive rights to broadcast the Paralympic Games was a major attempt by *Channel 4* to reconnect with its core values of 'Do it First, Make Trouble, Inspire Change', as the public service broadcaster had faced criticism for becoming too reliant on reality TV shows such as *Big Brother*.

The multi-million pound Paralympics advertising campaign was the biggest in *Channel 4's* history. Featuring the *Public Enemy* track, 'Harder than You Think', the trailer was met with much critical acclaim. The director, Tom Tagholm of in-house agency *4Creative*, said: "We knew we had to make some noise. We knew we had to add some edge and grit and attitude." Tim Hollingsworth, head of the British Paralympic Association, who worked with *Channel 4* to develop the trailer, stated: "We wanted to show that every Paralympic athlete has a story, but that it starts with the sport."

- 1 **Media Institutions**
How does the trailer promote *Channel 4's* brand image?
[12 marks]

- 2 **Media Audiences**
How are viewers encouraged by the trailer to see disability?
[12 marks]

- 3 **Media Forms**
Identify the key narrative techniques used in the trailer.
[12 marks]

- 4 **Media Representations**
How are the Paralympic Games represented in the trailer as a much anticipated sporting event?
[12 marks]



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

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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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Media Forms

Identify the key narrative techniques used in the trailer.

[12 marks]

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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.



EITHER

5 'Media institutions are essentially profit-driven.'

Evaluate how commercial pressures have had an impact on the products in your cross-media study.

Support your answer with reference to a range of examples from **three** media platforms.

[32 marks]

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OR

6 'When we engage with media we both act and are acted upon, use and are used.'

Consider how much control audiences have in relation to their use of media products from your cross-media study.

Support your answer with reference to a range of examples from **three** media platforms.

[32 marks]

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END OF QUESTIONS

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