



General Certificate of Education
Advanced Level Examination
June 2014

Media Studies

MEST3

Unit 3 Critical Perspectives

Tuesday 10 June 2014 9.00 am to 11.00 am

For this paper you must have:

- an AQA 16-page answer book.
- insert to accompany Section A (enclosed).

Time allowed

- 2 hours (including 15 minutes' viewing and reading time)

A

Instructions

- Use black ink or black ball-point pen.
- Write the information required on the front of your answer book. 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 and reading time) planning and writing your answers to Section A.
- You should spend one hour planning and writing your answer to Section B.

Section A

Answer **all** questions in Section A.

Read the information and the three questions below.

You should then spend approximately 15 minutes viewing and studying the two media products and making notes in your answer book. These notes will not be marked.

You should spend approximately 45 minutes answering the questions in Section A.

Media Product One – Moving image: ‘Outraged Egyptian Women Say “We Have No Fear”’. Extract from a news report from www.therealnews.com (21 December 2011) in which Jihan Hafiz reports on a historic march of 10 000 women who mobilized in central Cairo against military rule.

Media Product Two – Print: ‘About Us’ page from www.therealnews.com (accessed 31 July 2013). See insert.

Real News is a US online news network. Its aim is to ‘investigate, report and debate stories that help us understand the critical issues of our time’. It claims to target a mass audience by making news, ‘dramatic and engaging’. Real News is funded by donations from individual supporters; it does not accept funding from advertising, government or business.

In addition to the website, its videos are available on YouTube and via links on UK political websites, such as Stop the War Coalition. In the future it plans to increase its audience by moving into radio and on-demand cable television in the US and Canada.

Real News covers a wide range of news, including international events, the economy, the environment, health care and US politics. It is critical of the narrow agenda of mainstream news services. It says it will cover the big stories of the day, but ‘will broaden the definition of what’s important’.

The editors of Real News argue that all news sources are biased in some way, ‘We recognize that bias will affect the elements in a story we choose to highlight, the facts we consider important and the sources we decide to trust’. However, they claim they are transparent and provide users with ways to question, criticise and debate the work that they do. This is achieved through an online forum, a section for citizen journalism and plans for an interactive debate show.

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 How are media language techniques used to make the two media products appear believable and authoritative? **[8 marks]**
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 How successful are audiences in using new and digital media to represent themselves? You may also refer to other media products to support your answer. **[12 marks]**
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 What are the advantages and disadvantages for audiences of media products that do not rely on advertising, government or business funding? You should refer to other media products to support your answer. **[12 marks]**

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.
-

Either

Representations in the Media

0 4 Using your own case study, evaluate the appeal of stereotypical representations for producers and audiences. **[48 marks]**

or

0 5 Does your case study suggest it is possible for representations to challenge dominant ideologies and values? **[48 marks]**

or

The Impact of New/Digital Media

0 6 New and digital media have contributed to the process of globalisation: the idea that the world is becoming increasingly interconnected through one global culture.

Using your own case study, evaluate the impact that new and digital media have had on globalisation.

[48 marks]

or

0 7 Use your case study to evaluate whether new and digital media are a threat or an opportunity for media producers. **[48 marks]**

END OF QUESTIONS

There are no questions printed on this page