

## Teacher Resource Bank

GCE Media Studies

MEST3: Additional Specimen Question Paper  
and Mark Scheme (Section A only)



## 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 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 **45 minutes** answering the questions in Section A.

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- **Media Product One - The MOBO awards presentation of Best Female to Estelle, broadcast on BBC3 in July 2008.**

The Music of Black Origin Awards were established in 1996 to celebrate, “the artistic, economic and cultural contribution that urban music has made to mainstream popular culture”. It gives awards to music of black origin, showcasing the world of urban music including RnB, hip-hop, jazz, funk, blues, grime, house, garage, soul and gospel ([www.mobo.net](http://www.mobo.net)).

The MOBO Awards Show is broadcast live on BBC3 and repeated on BBC1 each year. BBC3 describes itself as, “the digital channel featuring new comedy, drama, entertainment, current affairs and more for young adults”. ([www.bbc.co.uk](http://www.bbc.co.uk))

- **Media Product Two - [www.estellemusic.com](http://www.estellemusic.com), the official website for Estelle.**

Estelle Swaray was born into a Senagalese/Granadan family and grew up in West London. Her second album Shine came out on the Homeschool label in partnership with Atlantic Records. Atlantic Records is a U.S. record label, part of the Warner Music Group. The album includes collaborations with Kanye West, Wyclef Jean and Mark Ronson. It contained the number one single American Boy. Estelle had already won a 2004 MOBO for “Best Newcomer” and “Best Female Artist” at the UK Hip Hop Awards three years in a row, but was frustrated by what she describes as, “a glass ceiling in the UK urban music industry”.

- 1 How do the two media products represent women in the music industry?  
(8 marks)
- 2 How and why do programmes such as the MOBO awards appeal to niche audiences?

You may also refer to other media products to support your answer.  
(12 marks)

- 3 What are the advantages and disadvantages for performers of using the internet as a marketing tool?

You should also refer to other media products to support your answer.  
(12 marks)

*An appropriate clip is available at [www.youtube.com/watch?v=4xIUYE7EniE](http://www.youtube.com/watch?v=4xIUYE7EniE) or search YouTube for Estelle MOBOs 2008  
Suitable pages are available on Estelle's website.  
You could also adapt the paper using another artist or band.*

## Unit 3            Mark Scheme for Specimen Section A Question Paper

### SECTION A    Total 32 marks

This section assesses the following assessment objectives:

AO1 demonstrate knowledge and understanding of media concepts, contexts and critical debates.

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#### Question 1

**How do the two media products represent women in the music industry?**  
**(8 marks)**

#### **Level 4            7- 8 marks**

A sophisticated and detailed analysis and evaluation of both media products, showing very good critical autonomy.  
Demonstrates sophisticated knowledge and understanding of the media representations within both media products.  
Detailed and sophisticated application of the concepts and critical debates.  
The answer is well structured, articulate and engaged.

#### **Level 3            5-6 marks**

A proficient analysis and evaluation of both media products, showing good critical autonomy.  
Demonstrates good knowledge and understanding of the media representations within both media products.  
Proficient application of the concepts and critical debates.  
The answer is well structured and clearly expressed.

#### **Level 2            3-4 marks**

A sound analysis and evaluation of both media products, showing critical autonomy.  
Demonstrates adequate knowledge and understanding of the media representations within both media products.  
Sound application of the concepts and critical debates  
The answer is mostly well structured and expressed.

#### **Level 1            1-2 marks**

A basic analysis of the text(s).  
Demonstrates some knowledge and understanding of the media representations within the media products.  
Basic application of the concepts and some critical debates.  
Meaning may be obscured at times by weaknesses in written communication.

#### **Level 0            0 marks**

Mostly descriptive and/or irrelevant answer.

## Question 2

How and why do programmes such as the MOBO awards appeal to niche audiences?

You may also refer to other media products to support your answer. (12 marks)

### **Level 4      10-12 marks**

A sophisticated and detailed analysis and evaluation of both media products, showing very good critical autonomy.

Detailed and sophisticated application of the concepts and critical debates and issues.

Supports answer with a wide range of examples from other media products.

The answer is well structured, articulate and engaged.

### **Level 3      7-9 marks**

A proficient analysis and evaluation of both media products, showing good critical autonomy.

Proficient application of the concepts and critical debates and issues.

Supports answer with a range of examples from other media products.

The answer is well structured and clearly expressed.

### **Level 2      4-6 marks**

A sound analysis and evaluation of both media products, showing critical autonomy.

Sound application of the concepts and critical debates and issues.

Supports answer with examples from other media products.

The answer is mostly well structured and expressed.

### **Level 1      1-3 marks**

A basic analysis of the media products.

Basic application of the concepts and some critical debates or issues.

Meaning may be obscured at times by weaknesses in written communication.

### **Level 0      0 marks**

Mostly descriptive and/or irrelevant answer.

### Question 3

**What are the advantages and disadvantages for performers of using the internet as a marketing tool?**

**You should also refer to other media texts to support your answer. (12 marks)**

**Level 4      10-12 marks**

A sophisticated and detailed analysis and evaluation of both media products, showing very good critical autonomy.

Detailed and sophisticated application of the concepts and a wide range of critical debates and issues and wider contexts.

Supports answer with a wide range of examples from other media products.

The answer is well structured, articulate and engaged.

**Level 3      7-9 marks**

A proficient analysis and evaluation of both media products, showing good critical autonomy.

Proficient application of the concepts and a range of critical debates and issues and wider contexts.

Supports answer with a range of examples from other media products.

The answer is well structured and clearly expressed.

**Level 2      4-6 marks**

A sound analysis and evaluation of both media products, showing critical autonomy.

Sound application of the concepts and a number of critical debates and issues and wider contexts.

Supports answer with examples from other media products.

The answer is mostly well structured and expressed.

**Level 1      1-3 marks**

A basic analysis of the media products

Basic application of the concepts and critical debates and issues and some wider contexts.

Meaning may be obscured at times by weaknesses in written communication.

**Level 0      0 marks**

Mostly descriptive and/or irrelevant answer.