

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Advanced Subsidiary GCE

MEDIA STUDIES

2731

Textual Analysis

Thursday

9 JUNE 2005

Morning

2 hours

Additional materials:

Video extract 2731/VT

Instructions to teachers 2731/IT

Answer booklet

TIME 2 hours (30 minutes viewing and note-making time and 90 minutes to answer the questions)

INSTRUCTIONS TO CANDIDATES

- Read all instructions and questions carefully.
- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- Answer **two** questions in total.
- Your answers should be written in **continuous prose**, not under sub-headings or bullet points.
- Answer the question from Section A on the moving image extract.
- Answer **one** question from Section B on the topic you have studied.

INFORMATION FOR CANDIDATES

- You have 30 minutes to watch the extract and to make notes before you answer the questions.
- Each question is marked out of 45.
- The total number of marks available for this paper is 90.
- The quality of written communication will be taken into account in assessing your work.

This question paper consists of 3 printed pages and 1 blank page.

Viewing the Unseen Moving Image Extract

- You will be allowed two minutes to read the question for Section A before the extract is screened.
- The extract will be screened **four** times.
- **First screening:** watch the extract. Do not make any notes at this time.
- **Second screening:** watch the extract and make notes.
- There will be a brief break for note-making.
- **Third and fourth screening:** watch the extract and make notes.
- Your notes for Section A are to be written in the answer booklet provided and must be handed in at the end of the examination. Rule a diagonal line through your notes afterwards.

Section A: Textual Analysis (Unseen Moving Image Extract)

Extract: *The Lord of the Rings: The Fellowship of the Ring* (Dir. Peter Jackson, 2001)
Extract length: 5 minutes approx.

Answer the question below, **with detailed reference to specific examples** from the extract only.

- 1 Discuss the ways in which the following are used, in this extract from *The Lord of the Rings: The Fellowship of the Ring*:
- Camera Angle, Shot, Movement and Position
 - Editing
 - Sound
 - Special Effects
 - Mise-en-scène.
- [45 marks]

Section B: Comparative Textual Study

Answer **one** question on the topic for which you have been prepared.

You should make **detailed reference to specific examples** from the **two** texts you have studied for comparison.

Identify the titles/dates/episodes/editions (as appropriate) of your chosen two texts at the start of your answer.

2 (a) Consumerism and Lifestyle Magazines

Compare how the relationship between advertising and editorial represents consumerism in your **two** chosen magazines. [45 marks]

(b) Celebrity and the Tabloid Press

Compare how the representation of celebrities reinforces or undermines their celebrity status in your **two** chosen tabloid newspapers. [45 marks]

(c) Music Culture and Radio

Compare how the representation of music culture is constructed to appeal to the target audience of your **two** chosen radio programmes. [45 marks]

(d) Gender and Television Situation Comedy

Compare the significance of casting choices or mise-en-scène in the representation of gender in your **two** chosen television programmes. [45 marks]

(e) Conflict/Competition and Video/Computer Games

Compare the ways in which the player participates in the representation of conflict/competition in your **two** chosen video/computer games. [45 marks]

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