

**ADVANCED SUBSIDIARY GCE UNIT  
MEDIA STUDIES**

Textual Analysis

**WEDNESDAY 17 JANUARY 2007**

**2731**

Afternoon

Time: 2 hours

Additional materials: Answer Booklet (8 pages)  
DVD extract  
Instructions to Teachers 2731/IT



**TIME** 2 hours (30 minutes viewing and note-making 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 in 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.
- The quality of written communication will be taken into account when assessing your work.

**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 for this paper is 90.

This document consists of **4** printed pages.

**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; no notes are to be made 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: **King Arthur** (Dir. Antoine Fuqua 2004)

Extract length: 5 mins max.

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 **King Arthur** (Dir. Antoine Fuqua 2004):
- 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 aspirations of the target readership are represented in images and words in your chosen **two** magazines. [45 marks]

**(b) Celebrity and the Tabloid Press**

Compare the ways in which the visual and written elements of your **two** chosen tabloid newspapers represent celebrity. [45 marks]

**(c) Music Culture and Radio**

Compare how music culture is represented in your chosen **two** radio programmes. [45 marks]

**(d) Gender and Television Situation Comedy**

Compare how the representation of gender is constructed by the characters' appearance and dialogue in your chosen **two** television programmes. [45 marks]

**(e) Conflict/Competition and Video/Computer Games**

Compare how conflict/competition is represented in your chosen **two** video/computer games. [45 marks]

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*Copyright Acknowledgements:*

Extract from DVD King Arthur, 2004 © Touchstone Pictures/Jerry Bruckheimer Films, directed by A Fuqua and written by David Franzoni.

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