

ADVANCED SUBSIDIARY GCE
MEDIA STUDIES

2731

Textual Analysis

MONDAY 2 JUNE 2008

Morning
Time: 2 hours

Additional materials (enclosed): Answer Booklet (8 page)

Additional materials (required):
DVD extract



INSTRUCTIONS TO CANDIDATES

- Read all instructions and questions carefully.
- Write your name in capital letters, your Centre Number and Candidate Number in the spaces provided in the Answer Booklet.
- You are allowed 30 minutes viewing and note-making and 90 minutes to answer the questions.
- 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

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- Each question is marked out of 45.
- The total number of marks for this paper is **90**.
- The quality of written communication will be taken into account when assessing your work.

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.

Section A: Textual Analysis (Unseen Moving Image Extract)

Extract: ***Stormbreaker*** (Dir. Geoffrey Sax 2006)

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 ***Stormbreaker*** (Dir. Geoffrey Sax 2006):

- 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 representation of consumerism in the **two** magazines you have studied is appropriate to their target audiences. [45 marks]

(b) Celebrity and the Tabloid Press

Compare the ways in which the representation of Celebrity is used to create 'newsworthy' stories in the **two** tabloid newspapers you have studied. [45 marks]

(c) Music Culture and Radio

Compare how the playlist **and/or** the mode of address of the presenters represents the target audience and its music culture in your **two** chosen radio programmes. [45 marks]

(d) Gender and Television Situation Comedy

In your chosen **two** television programmes, compare the use of stereotypical representations of gender. [45 marks]

(e) Conflict/Competition and Video/Computer Games

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

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Extract from DVD

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