

Candidate B – The Magazine Industry

Question 1

The candidate works through each technical area in detail with accurate use of terminology applied to the range of representations of class and status evident. Particularly strong is the discussion of sound and editing, with reference to the use of synchronous sound and to editing techniques used to construct the representation of class and status.

Strong level 4 for all three categories

Question 2

The Magazine Industry

The key concept of synergy is introduced in relation to Kerrang Magazine and Bauer publishing. This is evident institutional knowledge and understanding and evidence of a confident attempt (on the second page of the response) to link this to the concept of the fragmented audience. The candidate's argument is developed with recognition of the decline of physical sales of magazine in the UK. The candidate discusses the impact of the internet and use of social networking sites such as Facebook and online magazine readers. The key concept of convergence is identified and evaluated in terms of production and the impact of media ownership. This is a clear and sustained argument. This argument is augmented by discussion of the use of digital technologies such as the iPhone and technological convergence, for example Vogue as an app.

Finally the candidate's ability to critically analyse the issues is demonstrated in a discussion of 'we' media and the ability for the prosumer to post magazine publications on line to various levels of success. This is a coherent, well developed and sustained argument overall with excellent exemplification and command of media terminology relevant to the magazine industry.

Clear level 4 for all three categories.



SC0471132

**16 PAGE
ANSWER BOOK**

GCSE and GCE Examining Bodies

Candidate B

Music Industry

Question
number

Leave
blank

~~MFS~~ ~~peasant costume~~ ~~even she wears exp dress~~ ~~Knight outfit~~ ~~Prop~~
~~suggests low status~~ ~~castle she fits in~~ ~~Bright light on her, dark on~~
~~Merlin~~ ~~as Pick-up weapon idly~~ ~~Mirror~~ ~~Expensive items~~
~~Character~~ ~~Push guy stands taller~~ ~~Dark shed~~
~~Sound~~ ~~- Gospel music, heightened when she's around~~ ~~showing high status~~ ~~SFX weapons~~
~~Pigeon farm animal sounds~~ ~~Dialogue "deaf + dumb"~~ ~~Synchronous heightened~~
~~music showing two clashing status/classes~~ ~~Elevated soundtrack~~ ~~accents~~
~~edits~~ ~~- Eerie transitional music~~ ~~synchronised with Merlin eye~~
~~Editing~~ ~~- Rhythmic~~ ~~Fast cuts~~ ~~beat of the fight~~ ~~Higher class is~~
~~montage of shots~~ ~~Spatial between old man +~~
~~Merlin and woman?~~ ~~Slow motion~~ ~~shot reverse shot~~
~~Rhythmic/synchronous with woman's arms to watch~~ ~~Transitional music~~ ~~synchronous~~
~~Camera work~~ ~~- Close up show Merlin's expression~~ ~~LS - woman~~
~~chess~~ ~~high angle on Merlin~~ ~~Tracking shot~~
~~Over shoulder shot/two shot~~ ~~Stereocam between old man +~~
~~Merlin because of status~~ ~~Handheld between Merlin and knight~~
~~Panning to exemplify castle~~ ~~CU show props~~ ~~Zooms in~~
~~to woman~~ ~~Centered angle during fight~~ ~~Panning ground room~~
~~even music~~ ~~POV shot of old man higher status looking down at her~~

2

1 The extract construct of 'Merlin Series 1, Episode 1' constructs the representation of class and status in a variety of ways. One of the most prominent ways it does this is through the element of 'Mise-en-scene' which literally means 'everything in the frame'.

In the mise-en-scene, costume is a major aspect which helps define the character of Merlin's status. For example, his costume is brown and very basic mimicking that of what a peasant would wear. This contrasts greatly to the woman he meets later in the sequence who is wearing an expensive, glamorous looking purple dress. It is clear through these two costumes that she has the higher status. Merlin also meets a

another character whom he battles with who is wearing a knight costume. His posh looking, silver armor represents him as higher class, whereas Merlin's peasant clothing makes him seem inferior. Not only this, another vital element of the mise-en-scene is the setting. At first we see Merlin in a very expensive looking castle where he looks out of place because of his bland clothing. However, when he steps out into the less expensive muddy courtyard he blends in better with this setting suggesting he fits in there better. Props used in this extract also demonstrate class and status. For example, when in the castle Merlin picks up many different items such as ~~a book~~ an intriguing looking book with jewels on that looks like the belonging of a higher class person. His apprehension when picking this up also suggests his lower class. Not only this, when the knight hands him the weapon he is also apprehensive with this suggesting his inexperience with higher class people. Lighting is another major element of the mise-en-scene, and bright lighting is used on the higher class woman to emphasize her face and costume within the castle. However, darker lighting is used on Merlin suggesting he is in her shadow. There is also a scene where Merlin is in the shed with an elderly man of equal status to him. Dark lighting is used again here which makes the characters and props seem gloomy and un-expensive.

Camera work is another major feature that clearly represents class and status. There are many different close-up shots used on the character of Merlin to emphasize his simple expression and ~~anxiousness~~ when in the ~~expensive~~ castle which is clearly not a background he belongs in. A long shot is used, as well as a tracking motion panning motion of the camera when the woman is walking through the castle. This not only emphasizes her powerful surroundings but also her costume which is a major factor in showing

her status. There are also a variety of high angled shots used on the character of Merlin which makes him seem inferior compared to the low angled shots used on the knight during the fight sequence. Canted angles are also used here to emphasize the frantic and un-expected fight. Handheld camera is used very successfully in the fight sequence to represent Merlin in-experience, apprehension and on-the spot user of magic. This makes him seem as though he is not of the same status to the knight compared to when the steady-cam was used with the camera on an equal level between Merlin and the old man. It makes the scene seem much more calm and as though the two characters status are equal. Over the shoulder shots are also used in the conversation sequences to show the differences in the higher class characters and the lower class ones. A point of view shot is also used when the old man looks out of the window at Merlin fighting, and this personated ~~char~~ camera shot makes Merlin seem to be as a lower status too because the old man is looking down at him.

Sound is another major feature that represents status and class in this sequence. For example, when the woman is walking through the castle a non-diegetic, heightened gospel soundtrack is used to re-inforce her status. It also creates a lot of tension between her status and Merlin's, as the heightened score suggests she is more powerful and is about to catch him doing something wrong. When Merlin steps outside, diegetic sounds of farm yard animals such as pigs can be heard which are typically belong to lower class, peasant-type people. These diegetic sounds, along with the sound effects of the weapon during the fighting sequence present Merlin in a lower class way because of what they represent. Not only this,

the synchronow sound used when the two characters are fighting shows a clash between their status. Again, a non-diegetic piece of music is used in the background that is very hyperbolic and reinforces Merlin's in-experience and class. The dialogue and dialect also helps to reinforce the class and status as the knight has a very posh accent and status; "are you deaf and dumb" showing that he is more powerful than Merlin. There are also other aspects of synchronized sound effects that match with the movement on screen such as the eerie noise when Merlin eye flashes. This represents him as different.

Finally, Editing is another explicit way that status and class are represented. Rhythmic editing is extremely evident in the fight sequence and the rhythm of their fighting matches the non-diegetic soundtrack, almost seeming like a montage. This emphasizes the opposing characters' movements greatly. Slow motion is also used, particularly when the knight character is jumping over various props. This creates a very hyperbolic/over the top feeling to the sequence and shows the higher class character's power. Fast cuts are used throughout, particularly in the scene with Merlin and the woman in the castle. It could also be cast as a "shot reverse shot" because of the way it flicks the camera flicks between the two characters of opposing status. There is also a type of spatial editing used when the old man character is shown in his small dark house and the camera then shows the Merlin and the Knight fighting. Although in the same area, they are two different locations which emphasize Merlin's lower class background. There is also in compliment to sound, the transitions between scenes use a cut, but there is also eerie transitional music to emphasize the action on

screen and help show the ~~opposing~~ classes and status between the characters.

Overall, all four elements; camera work, sound, Mise en scene and editing all work together to construct the representation of class and status.

Excellent understanding

Full range of examples

• Agree. Magazines and Synergy. - marketing

• Convergence company - marketing

• Technological - distribution

• Audience, consumer. Case studies - specific audience.

• Practices - e-zines. Easy access.

• Globalisation, profit.

• We media + Web 2.0.

own exp.
case

recent
news

2 I agree with the statement that successful media products, in this case magazines depend as much upon marketing (which involves advertising etc.) and distribution ('giving out' the product) to a specific audience as they do upon good production practices.

Successful media products, in this technological age depend on Synergy in marketing and distribution.

Synergy is basically actively forming connection between related areas of media using a variety of platforms and sectors. For example, I completed a

case study on the magazine 'Kerrang' which is produced by Europe's largest media company production company 'Bauer media'. Bauer media has over 300 magazines that are distributed to over 15 companies. 'Kerrang' is the largest UK weekly music magazine and is listed under 'men's' magazine on their



website. The success of this media product has depended greatly on marketing and distribution because of the way that it taps into ~~the~~ the concept of 'Synergy'. For example, 'Kerrang!' not only has a print version but its own website, radio and television station. This helps appeal to consumers and 'fragmented audiences' (people who consume products in different ways) and is vital for keeping up with modern trends and specific audiences. Not only this, I completed a case study on the independent magazine 'Vice', produced by 'Waddell Ltd' to also see if this product too depended on marketing and distribution as well as good production practices. Despite not being a globalised name like 'Kerrang!', Vice is available in 28 different countries with a '100% pickup rate' as it is the first free, international lifestyle magazine. Again, this company taps into the concept of synergy in order to market their product as Vice is not only available as a print version, it also has a website, television channel, books and musical outlets. Not only this, Vice is available as an 'e-zine' (an electronic magazine) which makes it quick, free and easily accessible to both mass and niche audiences.

Synergy allows products to be marketed under one campaign, and this is often why successful media products depend on synergy for marketing and distribution.

Many successful magazines now have their own websites which contain inter-active features and allow consumer/audience involvement. This type of 'distribution' is just as important as good production

practices. The internet has now been described as being in its second phase known as 'Web 2.0' which means the internet is no longer used just for accessing information (like the earlier model 1.5 States) but is for inter-activity and socialising too through sites such as 'social networks'. Many successful magazines are often marketed and advertised virally, and when researching my case 'Kerrang!', it I found that it had over 12,000 facebook-fans and that over 90% of its readership had used its website. I also completed areas a questionnaire and did my own research on peers of a similar age group to me and found some vital evidence that backs up my argument; the majority navigated sites in sections and would rather read an e-zine than a hard copy. This shows that successful products rely on the way they are distributed.

Convergence is another issue, both technological and company which can help show that successful products depend upon marketing and distribution to specific audiences as well as good production practices. An example of a converged company is 'Time Warner' who own IPC, but are all primarily owned by the dominant company Warner Brothers. Warner Brothers are a globalised company, and this global status can help make a product a success when it comes to marketing and distribution. Globalisation is basically 'the availability of a product worldwide' and their companies may be as Trans-national or multi-national corporations (e.g. have a headquarters in one country or span across many). This also ties in with the idea of proliferation which is



the expansion of a product. ^{or choice} A question usually involved with this is "more choice for an audience or more of the same?". Regarding the argument that media products depend on marketing and distribution, I think that there is ~~more~~ choice for an audience with proliferation.

Technological convergence is important too, particularly with regards to distribution to specific audiences. An example of a technologically converged item would be a gadget such as the 'i-phone' which is multi-functional with integrated systems. E.g. the iPhone is a mobile, mp3, camera, internet browser and also has the very useful 'app' store. In order to tie in with modern trends, magazines are now being made available through apps. For example, the globalised magazine 'Vogue' is available as an app, and this again shows that the way products are distributed is vitally important.

I also researched online to see what current big companies were doing in relation to 'change'.

IPC had been having a 'clear out' in order to create a 'new look' and had hired staff for newly appointed roles such as 'mobile advertiser'.

The fact that magazines are now being distributed through the likes of e-zines and apps show there are more jobs available for companies owning successful media products.

However, the concept of 'We media' slightly challenges my argument. 'We media' is the idea that ordinary people can create ~~profit~~ products of their own. For example,

Youtube is a website where people can display short film they have made, 'Deviantart' allows 'online journalism' and amateur artists to display their work, but with relation to magazines, software such as 'magazines' allow ordinary people to create magazine products, perhaps not at professional industry quality, but products none the less. The use of the internet and access to 'We media' sites through apps or technologically items mean that consumers can have their say on products at any time, but perhaps one negative point on convergence, 'we-media' and Web 2.0 is that sometimes audiences can have too much say.

Overall, I think that successful media products (such as Kerrang and Vice) depend as much upon marketing (the way they advertise their product e.g. through different platforms) and distribute them (apps, e-zines, social networking) to a specific audience as much as they do upon good production practices.

Excellent

Clear, developed
argument.