

**Monday 13 May 2013 – Morning**

**AS GCE MEDIA STUDIES**

**G322/01** Key Media Concepts (TV Drama)

Candidates answer on the Answer Booklet.

**OCR supplied materials:**

- 16 page Answer Booklet (sent with general stationery)
- DVD extract

**Other materials required:**

None

**Duration:** 2 hours



**INSTRUCTIONS TO CANDIDATES**

- Write your name, centre number and candidate number in the spaces provided on the Answer Booklet. Please write clearly and in capital letters.
- Use black ink.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- After you have watched the extract you have one and a half hours to answer Section A and Section B.
- Answer **all** the questions.
- Do **not** write in the bar codes.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- You are advised to divide your time equally between Section A and Section B.
- The quality of written communication will be taken into account when assessing your work.
- This document consists of **4** pages. Any blank pages are indicated.

Answer **all** questions.

**Section A: Textual Analysis and Representation (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; you must not make notes.
- **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.
- There will be a brief break for note-making after the third and fourth screenings.
- You must write your notes for Section A in the answer booklet provided. Rule a diagonal line through your notes when you are finished. You must hand these in at the end of the examination.

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

Extract: **Doc Martin, Series 1, Episode 1**, written by Dominic Minghella.

- 1 Discuss the ways in which the extract constructs the representation of **regional identity** using the following:
  - Camera shots, angles, movement and composition
  - Editing
  - Sound
  - Mise-en-Scène

**[50 marks]**

**Section B: Institutions and Audiences**

Answer the question below, making detailed reference to examples from your case study material to support the points made in your answer.

- 2 Evaluate the role of digital technologies in the marketing and consumption of products in the media area you have studied.

You must focus on **one** of the following media areas. You may also refer to other media in your answer.

- Film
- Music
- Newspapers
- Radio
- Magazines
- Video games

**[50 marks]**

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