

PRINCIPAL MODERATOR'S COMMENTS ON EXEMPLARS FOR B321

Candidate D Total: 79/120

Comparative analytical assignment in presentation format 37/60 Level 3

Title: Compare the representations of gender in two music videos: You Belong With Me by Taylor Swift and Candy Shop by 50 Cent.

Good knowledge and understanding of texts and target audiences. Some good understanding of the use of codes and conventions, together with some personal insights. Media language is linked to the construction of representation of gender. Some effective close analysis through annotations of screengrabs.

Production exercise 29/40 Level 3

Task: Create a music CD front and back cover

Good use of codes and conventions. Production fits the genre of music. Good use of original photography and Photoshop to resize and layer. Front cover is stronger than the back. Good sense of target audience.

Planning and Evaluative Commentary 13/20 Level 3

Research evidence with annotations; evidence of planning. Some explanation of choices and revisions made, with some comments on representation. A brief reflection on the strengths and weaknesses of the finished production.

Media Studies

OCR GCSE Unit B321

Controlled Assessment Cover Sheet

Please read the instructions printed overleaf before completing this form. One of these cover sheets, suitably completed, should be attached to the assessed work of each candidate in the moderation sample.

Examination session	June
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Year	2	0	11
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Candidate D B321

OCR Set Topic:	3) Popular Music
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Analytical Task:	Compare the representations of gender in two different music videos.
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Media Texts used (minimum of two):	Taylor Swift - You Belong To Me. 50 Cent - Candy Shop!
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Production Exercise:	Create a cd front and back cover
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Media covered in portfolio: (minimum of two)	Print and music video
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Skill Area	Mark
Analytical Task (max 60)	37
Production Exercise (max 40)	29
Planning and Evaluative Commentary (max 20)	13
Total (max 120)	79

Is this candidate certificating in this examination series? Yes / No

If **No** then go to the next page

If **Yes**, a minimum of 3 media (including one print and one audio/visual) have to be covered across the whole of the specification.

Please list the media covered in each unit below:

B321	music video + print (cd covers)
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B322 or B323	moving image (film)
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B324	print advertising
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Analytical Task

Shown good knowledge and understanding of both texts L3
Good use of media terms and understanding how the shot is representing individuals + gender L3. Some descriptive parts little interpretation - L2. Good understanding of target audience L3. 'Swift' - is weaker L2/3. Identification of messages and values - Some understanding of codes and conventions - basic L2. Some personal insights - L3. Media language - linking to representation L2/3.
Poor conclusion -

37/60

Production Exercise

Excellent use of PhotoShop to resize - crop and layer -
Cover works well as a conventional 'hiphop' cd cover -
Good use of costume, framing, and genre codes and conventions -
Back cover works well with front cover - sticks to conventions -
Technically back cover is weaker than front - L3

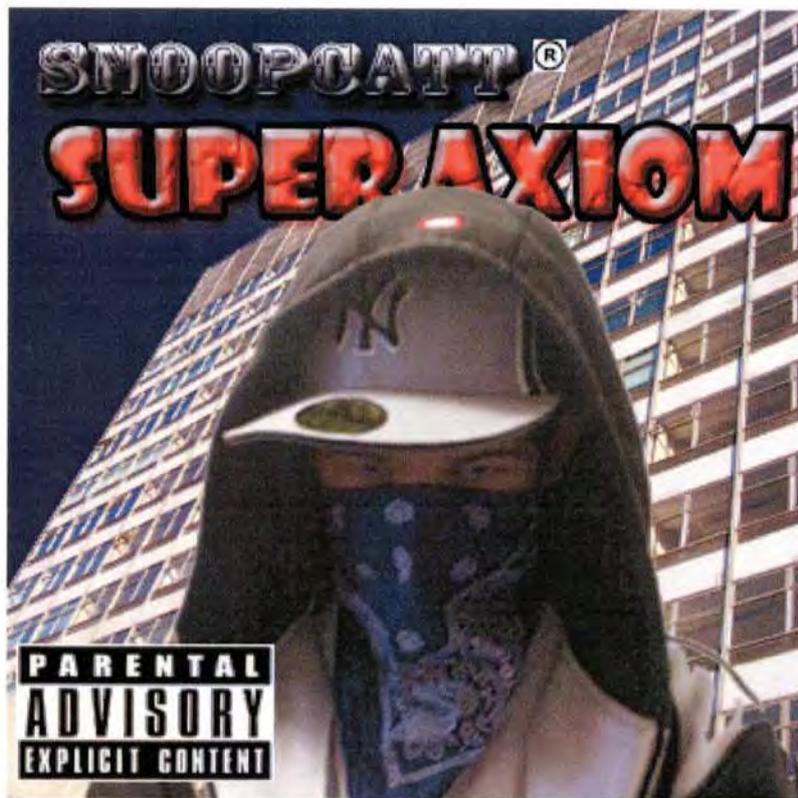
29/40

Planning and Evaluative Commentary

Production shows a quality product, but little/no evidence of how student organised their time - L2. There is clear engagement with similar products / text and exploring codes + conventions - L4. There is limited research into target audience - L2/3.
Planning and research is stronger than the commentary in regards to content - little reflection - L2/3.
Some links to whole unit -

13/20

Individual Media Portfolio



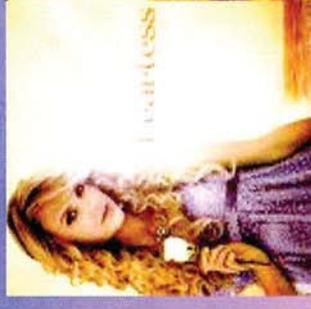
37/60 L3.

29/40 L3

13/20 L3

79/120

Comparing Gender



- Artist

- 50 Cent ✓

- Taylor Swift ✓

- Track

- "Candy Shop" ✓

- "You belong with me" ✓

- Release date

- 01/02/05 ✓

- 21/04/09 ✓

- Album

- The Massacre

- Fearless

- Genre ✓

- Hip hop, Dirty rap

- Country pop, pop rock

- Producer(s)

- Scott Storch ✓

- Nathan Chapman / Taylor Swift ✓

Background of artist's

50 CENT

Curtis Jackson better known as stage name 50 Cent was born on July 6th 1976 as an American based rapper. He was born in south Jamaica Queens. He began drug dealing at the age of twelve. Then he pursued a rap career in 2000. ✓

Taylor Swift

Taylor Alison Swift (born December 13, 1989) is an American Country pop song writer/producer/guitarist and actress. Swift was the biggest selling artist in 2008 by selling 4 million copies worldwide. ✓

Narrative

The Music video shows 50 cent getting out of a car and walking up to a Mansion, Which shows his life story, (Starting off small and hitting the jackpot). And entering a XXX house, And getting "seductive" also flirting with the women, And at the end he wakes up to find he was dreaming.. In a candy shop waiting queue. These are some of the lyrics from this song:

I'll take you to the candy shop
Boy one taste of what I got
I'll have you spending all you got
Keep going 'til you hit the spot whoa
You can have it your way, how do you want it
You goin' back that thing up or should i push up on it
Temperature rising, okay lets go to the next level
Dance floor jam packed, hot as a teakettle

This music video shows a linear format.

Also there is a clear structure of equilibrium, disequilibrium and a resolution

The story doesn't quite link to the lyrics, because when he indicates "ill take you to the Candy shop" he is referring to himself being the candy not an actual candy shop.

The women in this video are treated as sex objects.

There is only one man in this music video. And he is treated seductively.

Shown good understanding and texts (L3) knowledge of both

Taylor Swift's song you belong with me, is a chick flick themed music video, and in most chick flick based genres the Female gets the guy.

It is about a girl who is in love with a guy who lives next door (like Romeo & Juliet.) He is going out with another girl who hates Taylor.

It starts off at Taylor's house and moves to a school and to a rugby game and then a prom some lyrics from this song are:

You're on the phone with your girlfriend,

She's upset

She's going off about something that you said

She doesn't get your humor like I do

This video doesn't quite show a linear format unlike the other video.

There isn't a clear structure of equilibrium. Disequilibrium, and a resolution, Because the scenes change very quickly. (from her bedroom to a rugby match to a prom etc.

The differences in the videos is that one is sexually based and the other is romantically passionate. Another difference is; One of the videos is about FALLING IN love and the other is about MAKING love.

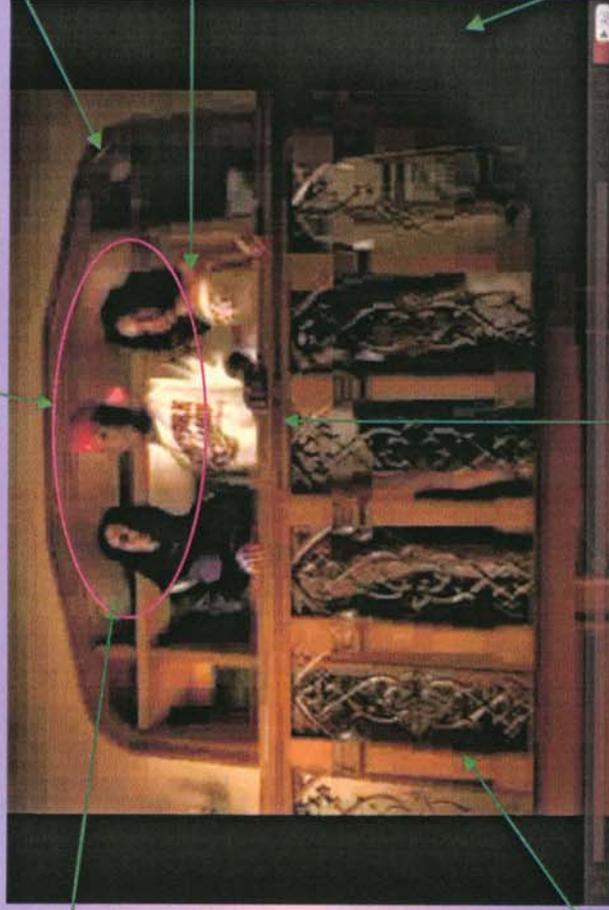
good example

50 Cent "Candy Shop" (2004)

Women on his side indicating less priority than him ✓

Looking directly below to the women ✓

Wooden frame. ✓



Lust ✓

Good use of media terms and understanding how the shot is representing individuals + gender (L3).

Rich, authentic, old fashion building. ✓

Low angle shot. ✓

Background out of focus giving the artist's attention ✓

Taylor Swift "You belong with me"

2008

"sporty" look

Close up shot

"Geekish" look



Blonde hair

Deep look

Big glasses giving an innocent look

Set in the school

Very descriptive
and not
analysis /
interpretation
(L2)

50 Cent – Candy shop

Target audience

1. The main gender this music video targets are males.
2. The age range in this music video is between 12-19
media terms - excellent 13/4
3. The demographic group fits in Type E
4. They would wear Baggy, expensive, colourful type of clothes
5. The types of movie genre's they would watch would probably be Action & adventure
6. The audience would probably hang out On the streets
7. The websites they would probably use would be: MySpace, YouTube, Facebook.
8. The television stations they would spectate would be Mtv, E!, Channel U
9. The radio stations the audience would listen to would probably be Kiss 100.



Target audience
Good

TARGET AUDIENCE

Taylor Swift – You belong with me

1. The main gender of the audience is female's ✓
2. The age range is targeted at teenagers *→ older or younger teens?*
3. The social demographic band this fits into is probably E ✓
4. The clothing the audience would wear are probably... Dresses high heels and makeup? ✓
5. The audience would watch romantic based films
6. The audience would probably hang out in cinemas and proms... ~~Etc~~
7. This audience will probably use these websites : YouTube, Twitter, MySpace ✓
8. The audience will watch these T.V. Stations : Mtv, E! And Disney channel ✓

*Good under teaching
of audience
but need to
compare shop.
Candy 12/13.*

Location for Candy shop & You belong with me

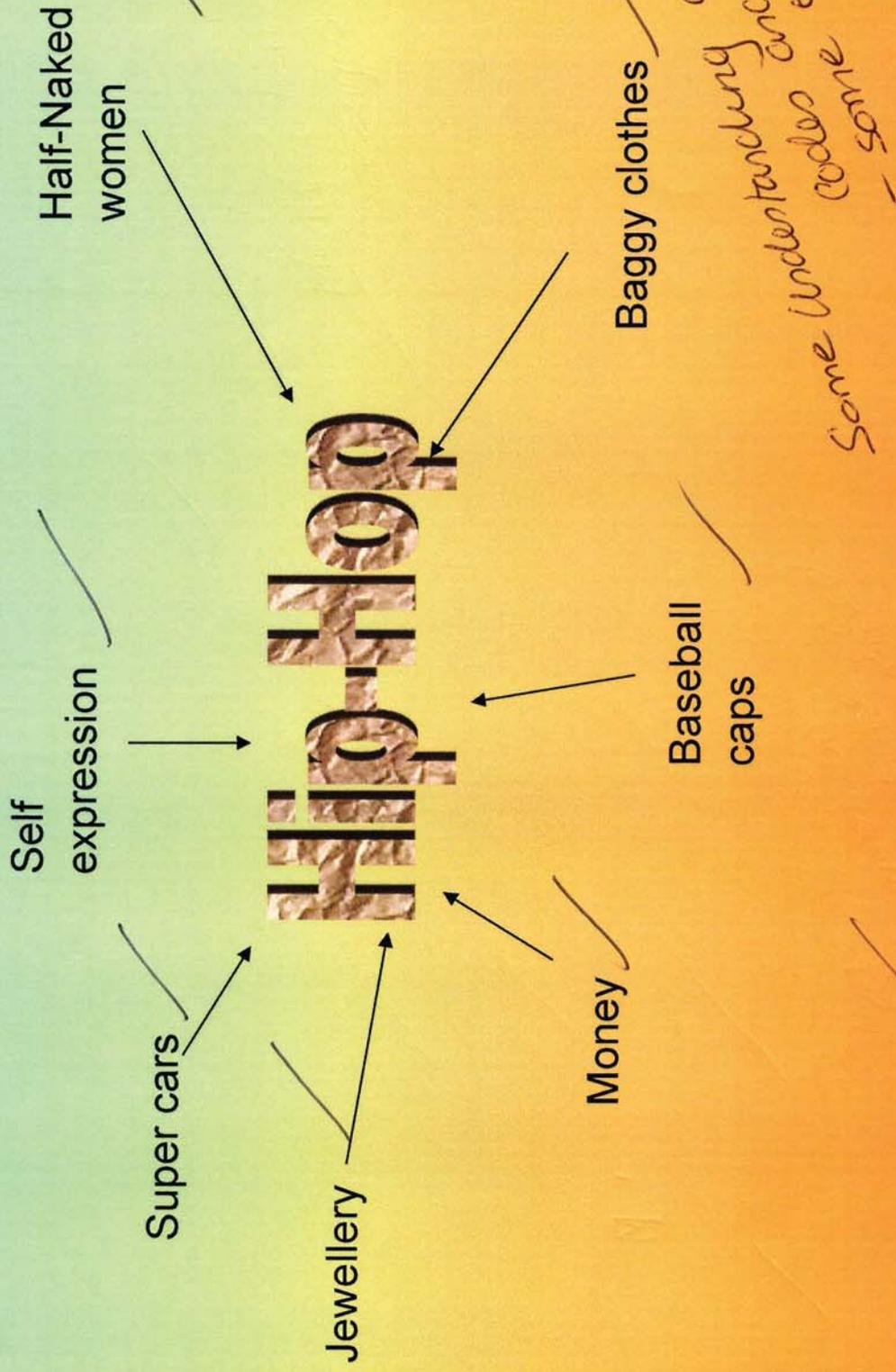
Candy shop was filmed in Hollywood California. choice of location is in a very big mansion, They chose this location because of the women and the rich millionaire sort of feel. The mansion implies that 50 Cent is rich and successful. The house is representing a 'candy shop' where 50 Cent can pick up his women.

identification of
messages/values

'You Belong with Me' was filmed in various locations some of which were: In Taylor's bedroom, Football stands, on a bench and in a prom. They chose these location's mainly to give a teenage sort of view, to try and draw their attention and interact with the teens.

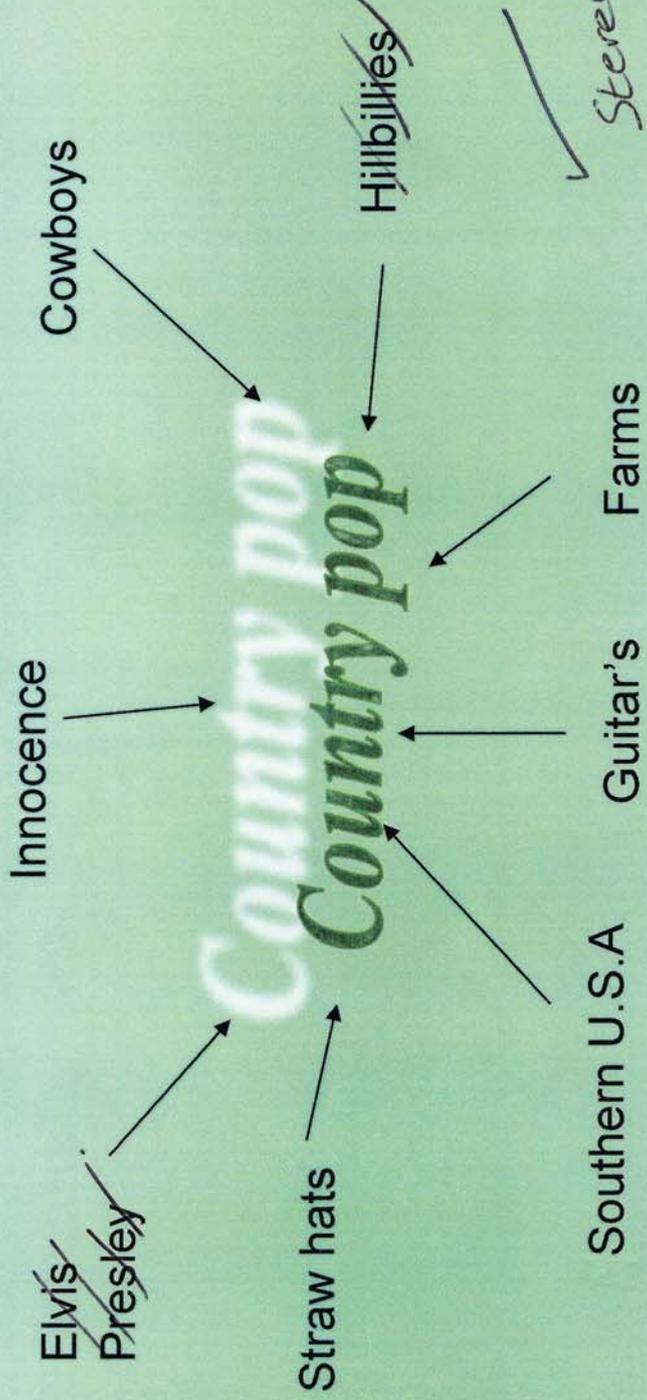
effects of
techniques on
audience identified

Convention's for Hip-Hop



Form – filmed in widescreen, and some length as song

Convention's for You belong with me



✓ Stereotypic -
shows little into
research genre. (12)

Personal response towards the videos

- I think Candy shop is a sexually-magnetic music video. I also think that Candy shop is a very good listenable song But it over uses personification factors.
Good personal insights -
- Taylor Swift is not a song I would normally listen to, it's not really aimed at me – it has a different target audience.
✓

Misc-Off-Scene

LIGHTING

The lighting is dark
around the artist (50
Cent) but brighter on
50 cent.

Props.

There are some
whips, bath tubs,
chains, cars, beds..

Costume

50 Cent is wearing a
"pimp" style coat...the
other artists wear bra's
knickers and nurse'
costumes. So the
women are inadequate

excellent



Some underachievement of
media to represent
12/13
link

Mise-en-scene

Lighting and use of colour

The lighting is very bright, with a colourful background. — ✓

Costumes

In this music video the artists wear bright, colourful, unique clothes. ✓

Very descriptive -
needs more
development



Props

In this music video there are a wide range of props; e.g trumpets, hats, emblems... etc. ✓

50 Cent – ‘Candy Shop’ ft. Olivia use of camera

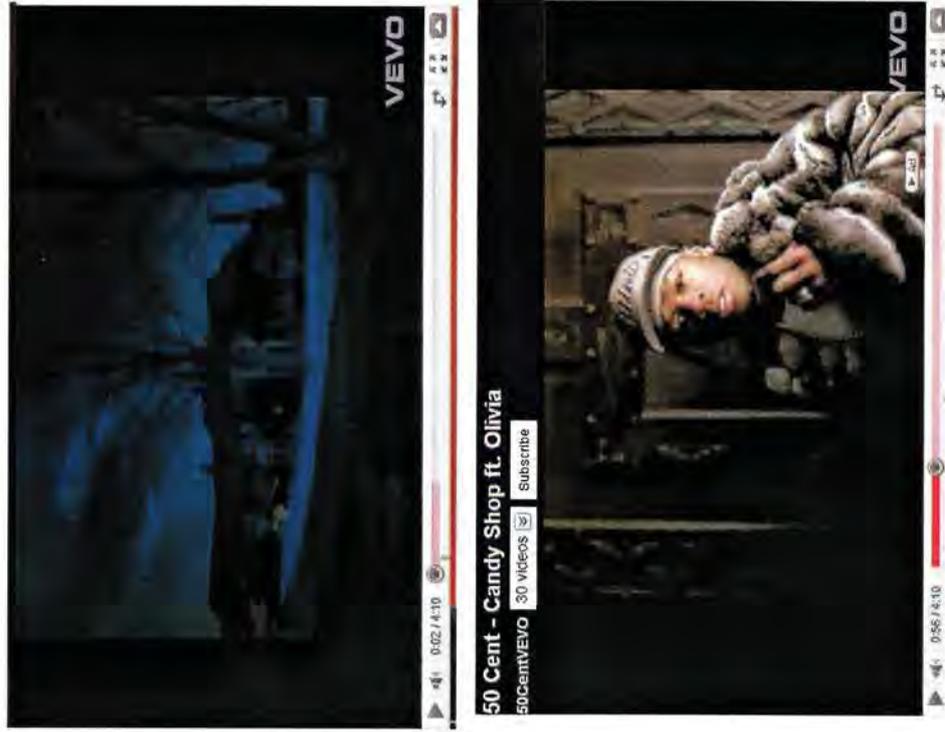
The video cardinally focuses on MS, CU and ECU.

excellent media tempo.

The first still image is a ELS this establishes the location and time of the scene. It has been used to show the destination the main person is going to (50 Cent). This is typical of an opening for a music video. The following shots move us closer into the house.

The second still portrays 50 Cent looking directly at the camera and/or audience, asking them to join in on the fun he's having. It is a medium shot; this allows us to see his actions and gestures, he is clearly having a good time as we can see him moving to the music and showing what he wants to do. 50 Cent is centre screen, which prioritises him and makes him the most important part of the shot. His hand gesture is inviting us further into the action.

Excellent understanding of camera use - LS.



Taylor Swift – “You belong with me”

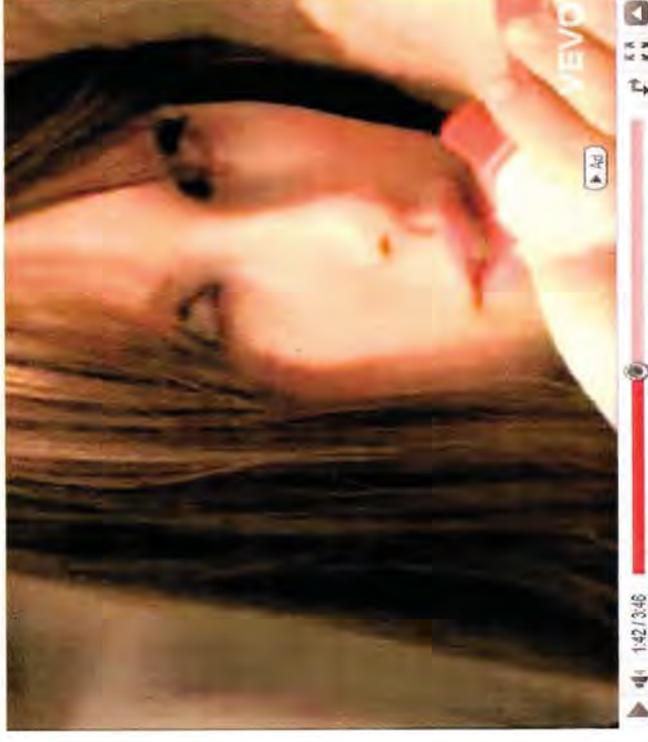


The video mainly uses CU (Close up shots), MS (Medium shots), LS (long shot) and POV (Point of view shots).

The first image is a POV shot from the view of the love interest. It has been used to show the view of someone Swift loves and her emotions, expressions as well as her actions. It also clearly shows that Swift is interested in the person, she is connecting with the audience. This shot is also voyeuristic in its nature by looking through a window. Her face is framed by the window, drawing us closer to her expression even more. — nice.

This is an extreme close up and has been used to show the antagonist and her emotions. It clearly focus on her eyes, looking towards Swift.

good understand of
media language!
camera work.
(L3)



Representations of gender

I have found out that both music videos, "Candy shop" and "You belong with me" follow the theme of love, although one follows more of a violent perspective; the other a more of a gentle approach. "Candy shop" follows a vulgar theme, but 50 cent tries not to be really obscene, although it has kind of a complex route because 50 cent says things like: "I'll take you to the candy shop", basically referring to a normal candy-shop, but the message that he is putting across to the viewers/listeners is much different. "You belong with me" is more of a calmer, straight forward song in comparison to "Candy shop". The song is basically telling us about Taylor's life, (she can't get the man she wants no matter how hard she tries to get him). And she is jealous of his new girlfriend, and tries to convince him that she's a better person and he belongs with her ... etc etc. Gender representations we encounter through mass media, as well as, environmental factors, such as childhood and family culture, "You Belong with Me" is a song in which the young protagonist, singing in first person, has intense romantic feelings for a male friend who is involved with another woman.

The two videos are quite similar as a theme but when spectating the two music videos we encounter that one music video is very harsh and obscene and everything is just focused on "sex" (Candy shop.) But the other (You belong with me); has a calmer view and is about a different type of "love".

I think that the gender represented in the music video "Candy shop" is not right in general, but i think that "you belong with me" is generally a good song and does not take advantage of gender.

what's my
to send
what's my
to send

13

Research & Planning

Production shows a quality product, but little/no evidence of how student organised their time. L2-

There is clear engagement with similar texts and exploring codes and conventions. L4

There is little/limited research into target audience - in the commentary the student does comment on this with no evidence of research. - L2/3

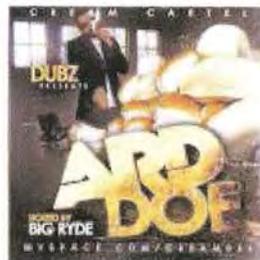
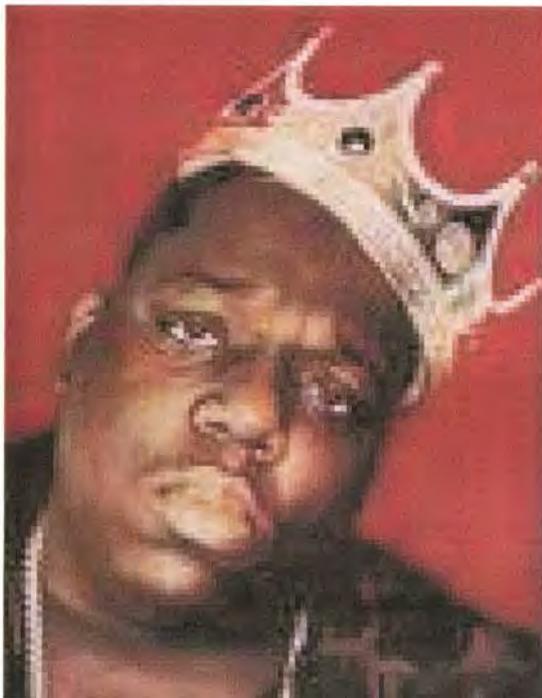
The planning and research is stronger than the commentary in regards to content - little reflection - L2/L3.

13/20 - Level 3

Some links to the unit as a whole.

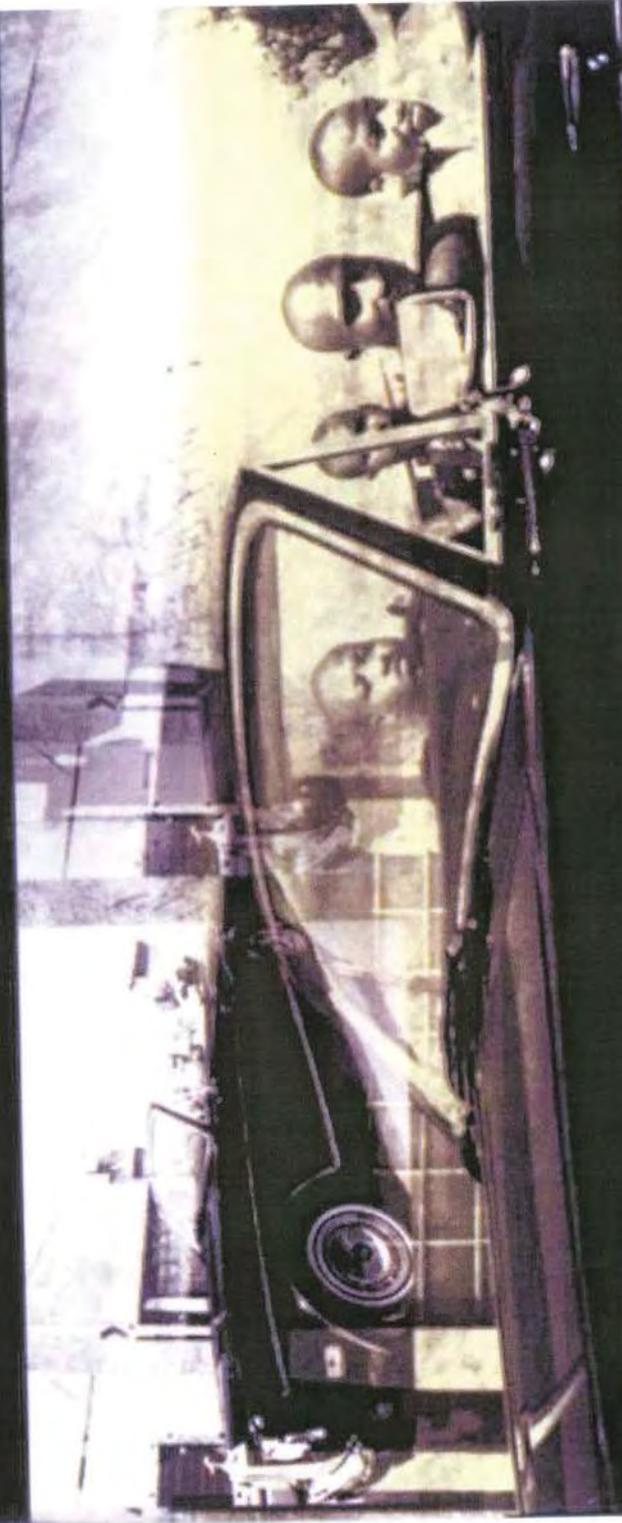
The genre I have picked is rap.

The artist(s) i like are: 50 Cent, Lil Wayne, biggie smalls and 2 Pac. I like the genre rap because it is more appealing than any other type of music.



2PAC + OUTLAWS

Artist Name



Album Name

STILL | RISE

PARENTAL
ADVISORY
EXPLICIT CONTENT



GU051

1. G-Unit & Reekbok G6
2. Steve-0 Intro
3. Still Crushing - Eazy E feat. Game, Prod. by Red Spyda & DJ Whoo Kid
4. Do U Remember? - DJ Whoo Kid feat. 50 Cent, Tony Yayo & Game
5. Bonafide Hustler - Young Buck, Feat. 50 Cent & Tony Yayo
6. Prices On My Head - Young Buck Feat. Lloyd Banks
7. Throw That Shit Up - Game feat. Prodigy & Alchemist
8. Try To Put Me Under - Game
9. Playboy - Lloyd Banks feat. DJ Whoo Kid
10. Fly Like An Eagle - Game Feat. Lloyd Banks, Snoop Dogg, Westside Connection & 50 Cent
11. Unbelievable - Game
12. Exclusive Notorious B.I.G. Interlude
13. My Confession - Game Feat. Lil' Eazy
14. Steve-0 Interlude
15. 200 Bars (Dissin' Joe Budden) - Game
16. Die Too Soon - Busta Rhymes Feat. Game & DJ Quik
17. Stomp (Ludacris vs. T.I.) - Young Buck Feat. Ludacris & T.I.
18. Feel My Pain - Game Feat. Lil' Scrappy
19. Chase You (Remix) - Game Feat. 50 Cent
20. When The Chips Are Down - Lloyd Banks Feat. Game
21. N.Y. N.Y. - Game Feat. Life
22. R.I.P. Killa Cali - Game Feat. Billboard
23. Steve-0 Interlude Outro
24. It's So Hard - Game Feat. Lloyd Banks & 50 Cent
25. Get Yo Money Right - Game Feat. Dr. Dre & Jay-Z
26. DJ Whoo Kid Feat. Tego Calderon & Snoop Dogg
27. Howard Stern Outro
28. Sada See Ya Later Going To Europe

Name
of
AlbumTrack
Number

Participants

Name of Band

WHOO KID

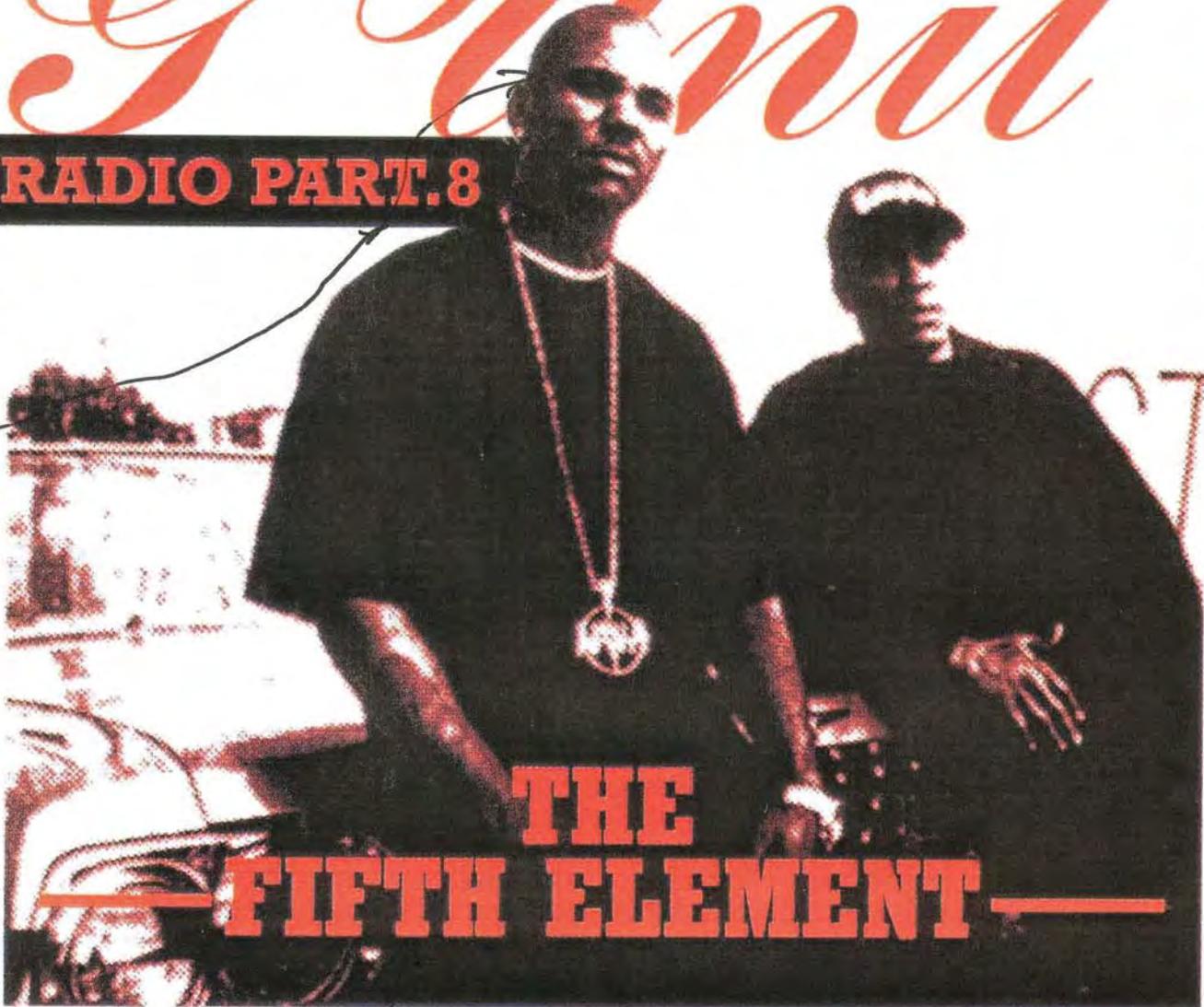
BLACK WALL STREET

STEVE-O

THE GAME

G-Unit

RADIO PART.8



THE FIFTH ELEMENT

WILDBOYS MIXTAPE

Name of Album.

Name of mixtape

490 413-2

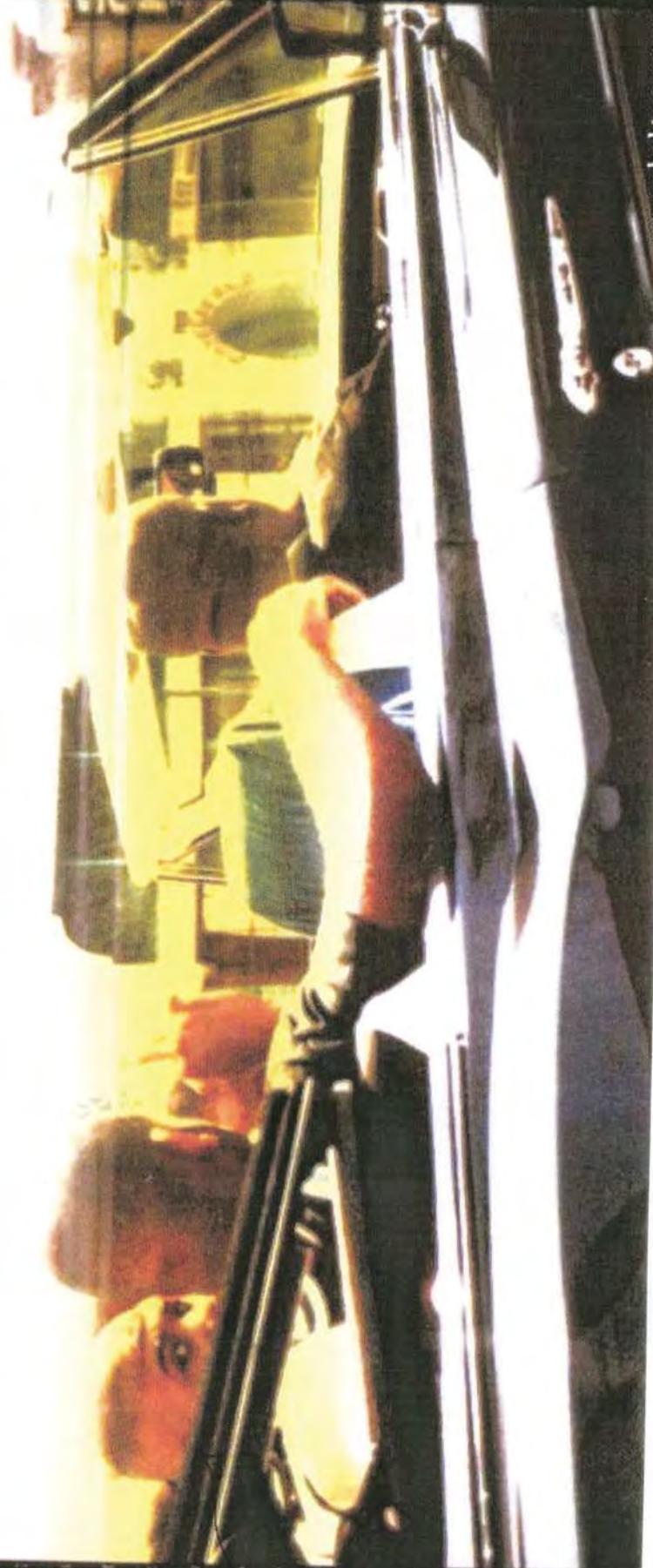
2PAC + OUTLAWZ STILL I RISE



490 413-2
UP 800
LC 08-008

- 1 LETTER TO THE PRESIDENT (5:59)
- 2 STILL I RISE (4:13)
- 3 SECRETS OF WAR (4:12)
- 4 BABY DON'T CRY (KEEP YA HEAD UP II) (4:19)
- 5 AS THE WORLD TURNS (5:06)
- 6 BLACH JESUZ (4:24)
- 7 HOMEBOYZ (3:38)
- 8 HELL U A HUSTLER (5:52)
- 9 HIGH SPEED (5:59)
- 10 THE GOOD DIE YOUNG (5:42)
- 11 ILLUMINATI (4:02)
- 12 TEARDROPS AND CLOSED CASHETS (5:05)
- 13 TATTOO TEARS (5:07)
- 14 U CAN BE TOUCHED (5:59)
- 15 Y'ALL DON'T KNOW US (4:53)

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Track Name

Record Company

Picture of Artist

Barcode

Album name

490 413-2



ENCORE

Encore

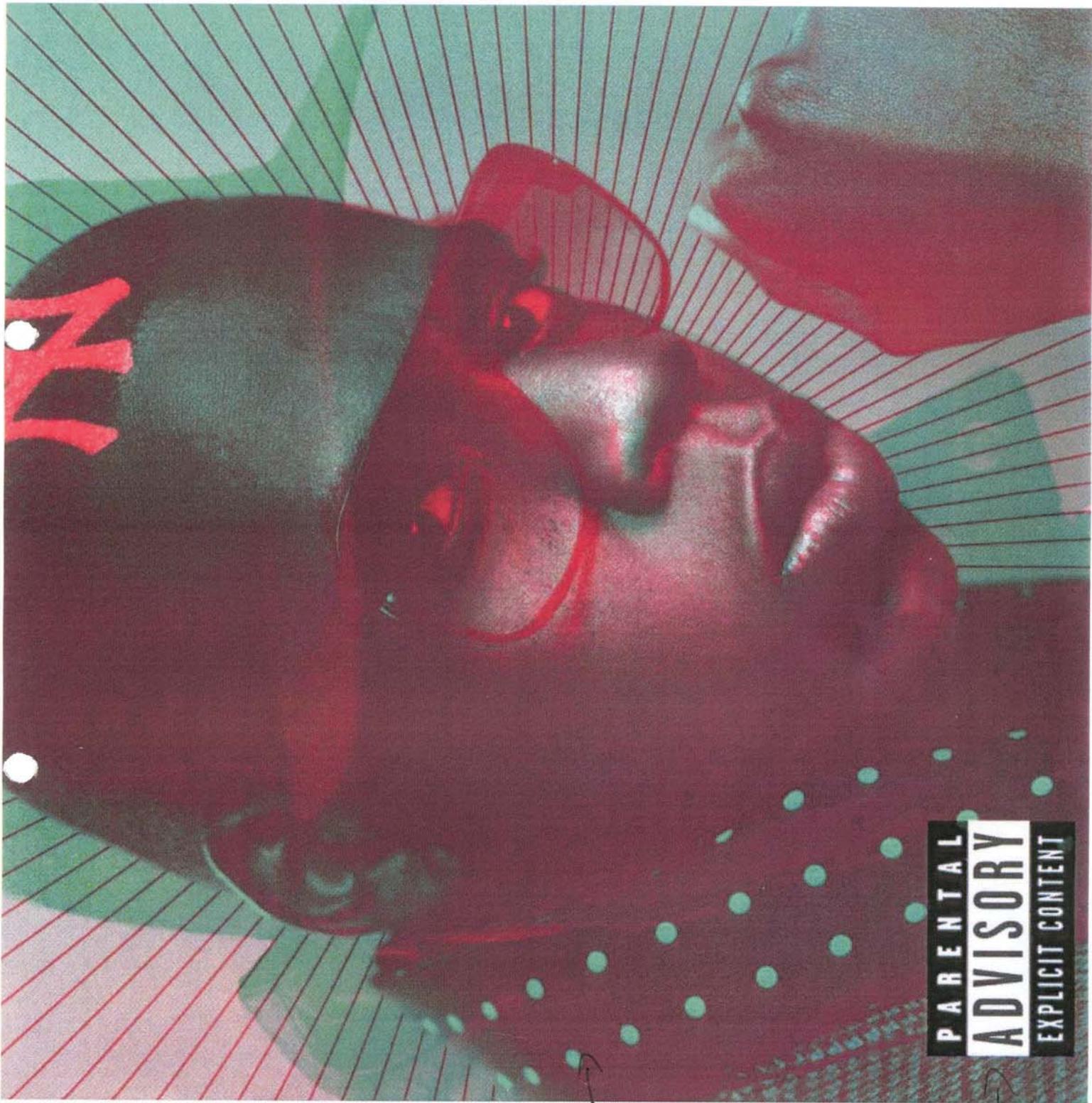


PARENTAL
ADVISORY
EXPLICIT CONTENT

*Michael
McNay*

*Richard
Artist*

*✓
Richard
Artist*



Picture
of Artist.

certificate.
"

Song names.

- 01. THE PRELUDE 02. OH MY GOD 03. KINGDOM COME 04. SHOW ME WHAT YOU GOT
- 05. LOST ONE FEATURING CHRISETTE MICHELE 06. DO U WANNA RIDE FEATURING JOHN LEGEND
- 07. 30 SOMETHING 08. I MADE IT 09. ANYTHING FEATURING USHER & PHARRELL
- 10. HOLLYWOOD FEATURING BEYONCÉ 11. TROUBLE 12. DIG A HOLE FEATURING STERLING SIMMS
- 13. MINORITY REPORT FEATURING NE-YO 14. BEACH CHAIR FEATURING CHRIS MARTIN
- 15. 44 FOURS LIVE FROM RADIO CITY MUSIC HALL

EXECUTIVE PRODUCER: SHAWN CARTER
 CO-EXECUTIVE PRODUCER: ANTONIO "LA" REID
 A&R: "THE ADMINISTRATION"

www.rocafella.com www.defjam.co.uk



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LC08427-BIEM/SABAM. 1718098

ROC-A-FELLA

JAY-Z KINGDOM COME

1718098



Barcode

Picture of the Artist.

1718098

KINGDOM COME

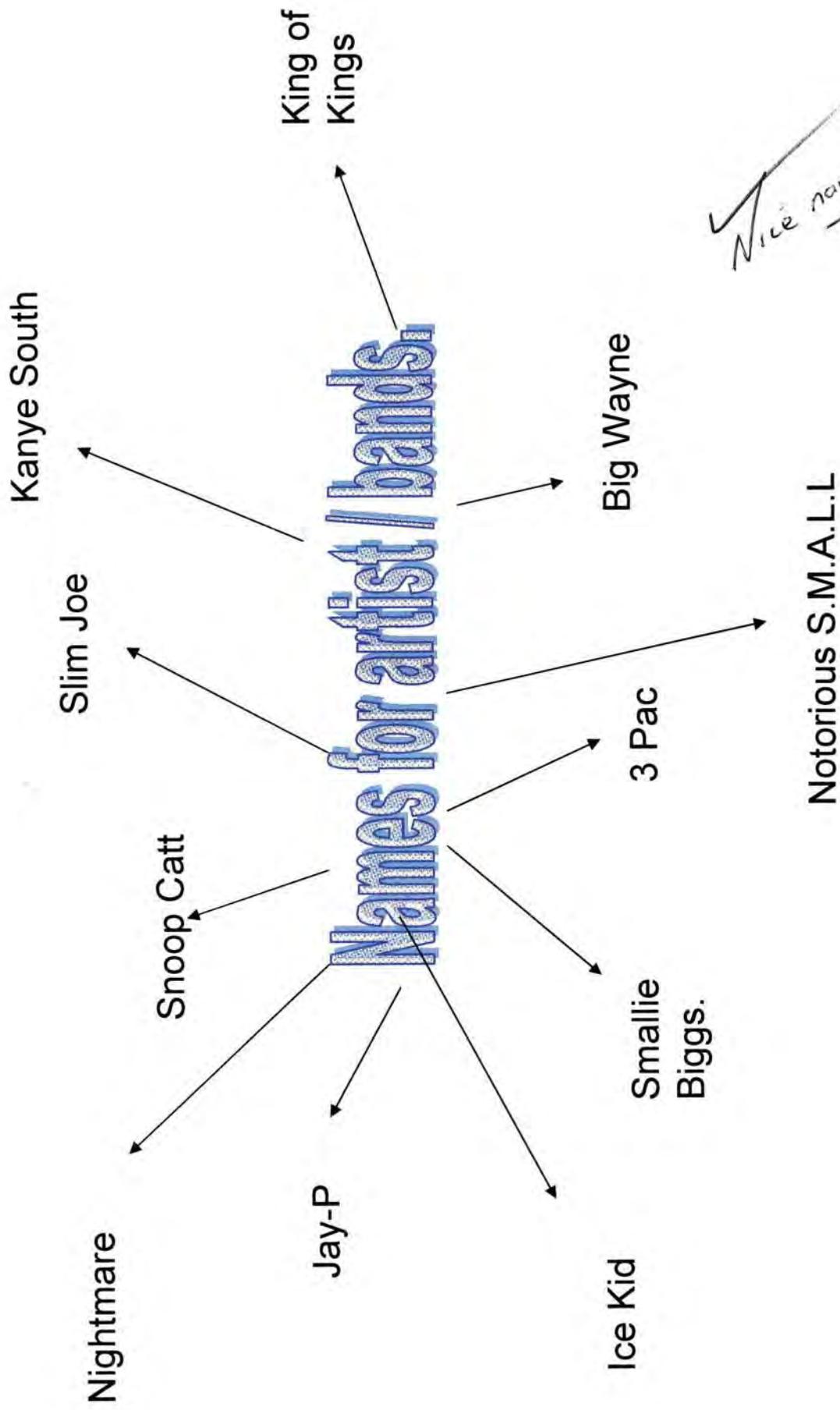
JAY-Z

ROC-A-FELLA

Artist Name

Record Company

Terms & Conditions



✓
Nice names

List of conventions for CD packaging

- Record label
- Artist name
- Terms and conditions
- Album name
- Barcode
- Certificate
- Warning
- Picture of artist
- Labels
- Colours
- Tracks
- Sponsors

generic codes +
conventions

1: Pa barja Ft. Tohi

2: Gully

3: YE MOSHT SARBAZ

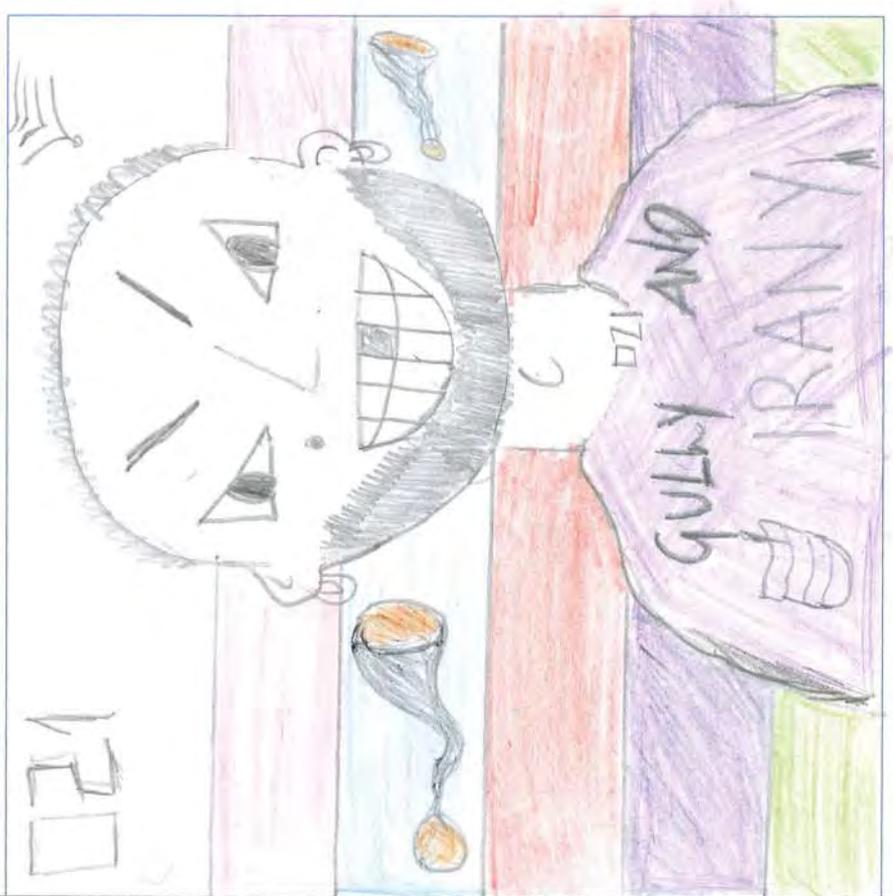
4: PURE LOVE

5: LAF LAF

WWW.BIHZ.COM

2020 DZI Warner music L.A.

The copy right in this sound recording
is unauthorized copying And
Suspect will be Prosecuted

120 mm

Back page
121 mm

Front page
121 mm

Black line: Cut marks Blue line: Safety margin Red line: Bleed marks Questions: info@discwizards.com

~~BACK~~ Front.

Album name.



Parental
Advisory
Explicit Content

↓
Warning

↓
P.S. of Artist

FRONT Back



Record labels

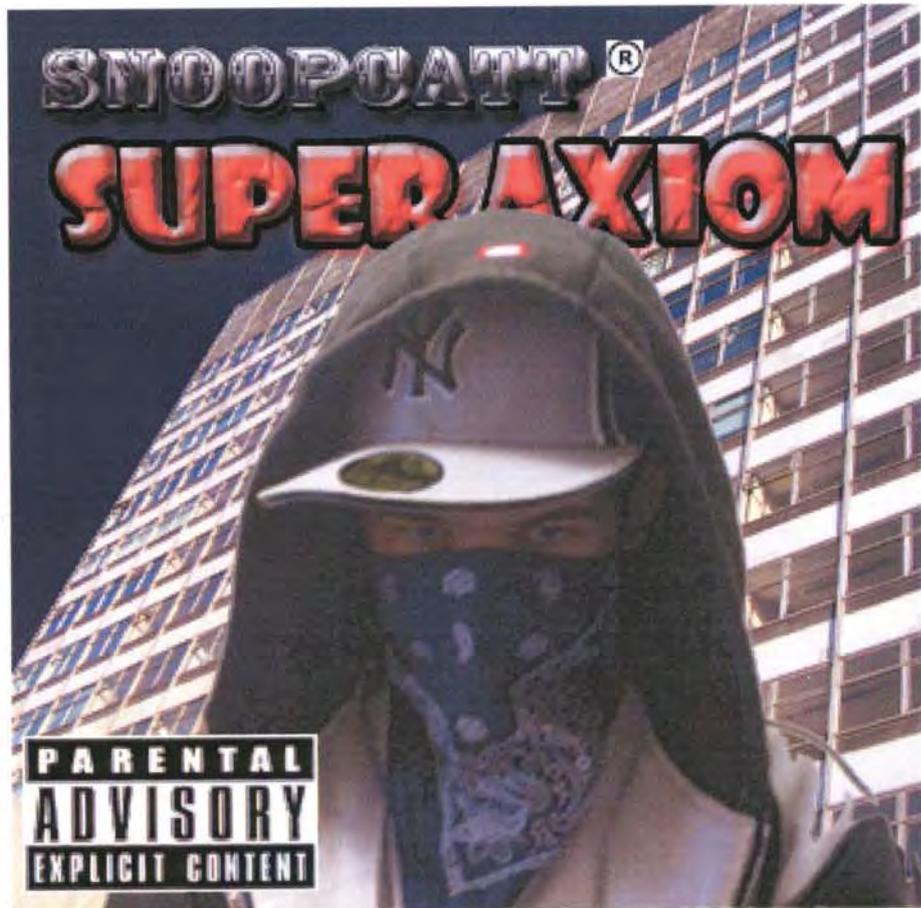
Pic of Artist.

Barcode

Track Names

copyright info

Construction



Excellent use of
Photoshop to resize,
crop and layer.

29/40 - Level 3

This works well as
a conventional
'rap/hip-hop' cd
cover.

Good use of costume,
framing and genre
codes and conventions.

009463 54117 2 0 **SNOOP CATT** music from P.P.I



009463 54117 2 0 **Snoop Catt** music from P.P.I

DESIGN AND PHOTOGRAPHY: IRENE BUKERBUKA EMI RECORDS IS A CAPITOL NUGL LABEL 2006 THE COPYRIGHT IN THIS SOUND RECORDING IS OWNED BY EMI RECORDS LTD. 2005 EMI RECORDS LTD. THIS LABEL COPY INFORMATION IS THE SUBJECT OF COPYRIGHT PROTECTION. ALL RIGHTS RESERVED MADE IN U.K.

✓ The back cover works well with the front and sticks to the conventions.

Technically not as good as front cover - quality of pixels.

Planning and Evaluative Commentary

The Institution that would produce my CD is called "AFTERMATH ENTERTAINMENT" because it is a famous record label that has signed famous Rap artist's including "50 Cent" also known as Curtis Jackson.

The targeted audience would be between the ages of 15-21 mostly males. It would appeal to them because it is a CD full of rough language and "ghetto" music, which males targeted above would prefer.

What I have researched so far: In this Media course I have encountered the following: i/we have done the comparison of genders, PowerPoint presentation about the conventions of one male music video and one female music video followed by the connotations and denotations of the CD covers which we labelled, the audience that might view the music video for example 50 cent's candy shop would be targeted mainly at male's aged 15 - 21. We have also written about what we have learnt about the music videos.

We have also gone out to central London to take photographs of interesting textures and materials we could use in our CD covers, and we have also done our own photographs in school of pupils representing the genre we have chosen for our CD cover. (Rap and R&B)

I have included the generic conventions including: The barcode, artist name, album name, copyright information, the parental guidance, the track names, institution logo and the background picture.

In my CD cover I have chose the colour red to be the album name, because it represents blood, danger, attention and "I am superior" sort of thing. The model I have picked is wearing a bandana, baseball cap, hoodie and is looking scary; representing a "gangster". The background is a picture of a building and a dark sky portraying a "ghetto hood" and criminals.

The CD strengths are that the colours and layout work well with the genre and the model. The weaknesses are that the front background picture does not work quite well with the back picture.

The changes I have made to the CD cover are the sky colour, the font colour and the position of the logos.