

## **PRINCIPAL MODERATOR'S COMMENTS ON EXEMPLARS FOR B321**

**Candidate A Total: 92/120**

### **Comparative analytical assignment 39/60 Level 3**

Title: Compare the representation of ethnicity in two music videos: Hell Yeah by Dead Prez and Run This Town by Jay-Z.

Some intelligent exploration of the representation of social and cultural messages and values in the two videos, although this could have been developed further and more textual detail included to support points. Good knowledge and understanding of the ways that media texts use media language and stereotypes to construct representations of ethnicity. Evidence of personal insight and engagement.

### **Production exercise 39/40 Level 4**

Task: Produce a band poster advertising a series of gigs.

An excellent response to the task, demonstrating excellent presentation skills. Impressive use of original photography and digital manipulation. Excellent understanding of generic codes and conventions, which are used accurately. Strong sense of creativity employed in targeting a specific audience.

### **Planning and Evaluative Commentary 14/20 Level 3**

A well researched and planned production. The original images are very useful in demonstrating the candidate's organisation and his production process. There is a clear sense of target audience. The reflection is very brief and does not address issues of representation explicitly.

## Media Studies

OCR GCSE Unit B321

### Controlled Assessment Cover Sheet

before completing this form. One of these cover sheets, suitably used work of each candidate in the moderation sample.

Examination session	June	Year	2	0	1	1
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# Candidate A

OCR Set Topic:	Representation in the media
Analytical Task:	Compare the representation of ethnicity in two music videos
Media Texts used (minimum of two):	Hell Yeah - Dead Prez Run this town - Jayz, Rihanna, Kanye West
Production Exercise:	A band poster that advertises a gig 1995
Media covered in portfolio: (minimum of two)	Audio / visual and print

Skill Area	Mark
Analytical Task (max 60)	39
Production Exercise (max 40)	39
Planning and Evaluative Commentary (max 20)	14
<b>Total (max 120)</b>	<b>92</b>

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	Audio/visual and print
B322 or B323	Audio / visual
B324	Print

### Analytical Task

A good response but more detail and development needed. A good knowledge of the texts is exhibited and clear understanding of how ethnicity is represented in the music videos. Clear evidence of personal insight and engagement.

39/60

### Production Exercise

This is an extremely original poster which is perfectly suited to the music genre chosen. The candidate has exhibited a great deal of imagination and excellent presentation skills.

39/40

### Planning and Evaluative Commentary

The product was clearly planned very well and the use of the original photography to show the process the candidate went through is very interesting. The candidate's reflection on the piece is extremely brief though, which is a shame as it is such a good poster.

14/20

## Compare the representations of Ethnicity in two music videos

I've been studying Dead Prez's Hell Yeah and Jay-Z's Run This Town and in particular the ethnic representations in the two music videos.

Both videos are written and performed by Afro-American artists and cause some sort of minor controversy. Stereotypes of black people in America include gangs, being successful with women, crime and being relatively poor. I'll be writing whether these videos live up to the stereotypes.

Run This Town is set in a number of places, a place looking like an abandoned warehouse of some sort, a suburban area apparently ripped apart by Jay-Z's 'gang'. The scene is flooded with glamorous looking fire. The whole setting of Run This Town's video, including the Roman looking temple, looks highly unreal and is probably just there for show, not to send a message across. The setting of Hell Yeah is almost the opposite showing gangs true poverty and realistic run down houses.

Actors in Hell Yeah are dressed in stereotypical clothes for an African-American with vest tops, bandanas and baggy jeans. All these clothes are associated with crime and being poor. Similar clothes are worn by the men of Run This Town but are clearly nicer, designer clothes, coated with expensive looking jewellery. Rihanna, who is often the centre of the camera shot's, grasps viewers attention with her rough, yet glamorous, leather and furs. Run This Town's singers can be seen with belts and necklaces of bullets, despite the fact there are no guns in the video, adding to the fact that violence is just to make the video look good. This could be interpreted as Jay-Z trying to fit in to the stereotype.

Run This Town appears to hold little narrative but is perhaps the result of a riot. The lyrics speak of a revolution but seem to hold no true meaning. They often contradict themselves sometimes talking about unity (of all races?) and other times

about violence. Hell Yeah's narrative tells a very different story and raps the story as it progresses on screen.

While there is little violence in Run This Town, save a few gas bombs, there are people whacking sticks in an aggressive manner. This is probably just to be aesthetically pleasing and the to relate the tune to the video. Hell Yeah's violence is much more blatant and realistic. In censored versions of the video, scenes involving guns pressed to a white pizza delivery boys head aren't included proving that TV companies find the video offensive.

The main characters of Hell Yeah are all black and are shown as stereotypical African-Americans. White people in the video are shown as stupid and rich, but most of all, as victims. It is debatable whether Dead Prez meant to show the video in an ironic sense, making fun of people's prejudices. It could also, arguably be confirming the stereotypes are having. I believe that the former is true due to the short scene at the end, involving a tribal man waking up, claiming he had dreams of a 'dreadful place'.

Run This Town at a glance is a video consisting of just black people. After evaluating it many times, one realises that the racial diversity in the video gives off the idea of racial unity. It's unsure to whether the fact the three singers and gang leaders' are black is of any importance. There is a clip nearing the end of the video involving images of people of many different races, from Oriental to Caucasian to Asian to African. The lyrics of Run This Town, despite the nonsense of them, suggest the song for black people.

The police in Hell Yeah are shown as a mix of races; make it as realistic as possible. This shows that despite the video's violence and use of racial stereotypes the video still (perhaps for legal reasons) keeps to realistic government representations. As in many songs, things like drugs, guns and swearing are censored, protecting young people from growing into the set stereotypes.

I conclude with the thought that Hell Yeah, whether or not it is meant to be making fun of the Stereotypes, shows African-

Americans in a bad light as thieves and muggers. The story of Hell Yeah shows a lot more narrative and ethnic representations that Run This Town and shows a much more brutally realistic view on life for people from areas such as those shown in the video. Run This Town, as glamorous as it is, is an idealist and expensive take on gang life. Run This Town, I feel, is more enjoyable to watch due to the aesthetically pleasing aspects.

B (40)

## Band Poster Evaluation

Once given the task that we must create a band poster, I began to think of other bands I could relate my fictional group to. I thought of the sort of music I enjoy and researched into their band posters.

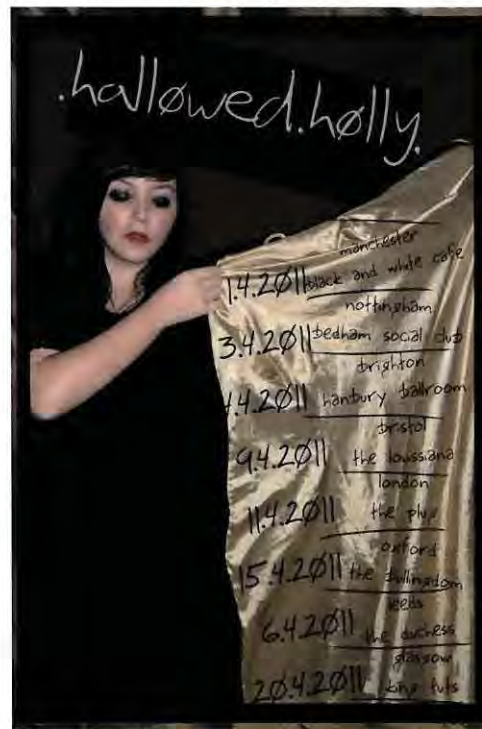


It was the Lykke Li (bottom left) and Florence and the Machine (top middle) that interested me the most and I realized that I want the same theme to my band- a dark, gothic indie band with a female lead. I thought of potential names to my group and gave it the name of my fictional frontwoman 'Holly'. To add to the gothic feel of the poster, I called the band 'Hallowed Holly'.

To make my poster look more authentic, I needed to create a stylized logo or name. To do this I went to the website 'My Live Signature', where one can create a short piece of text for free in a fancy font. After editing it on Photoshop, this is what my band title looked like.

*hallowed.holly.*

I created 2 different final posters and choice which one I preferred.



In the end I chose the image to the right. I'll now go into a bit of detail in how I created it.

As you can see in the photo of the sampled image, the gold sheet didn't reach the corner of the picture. I used the liquefy tool in Photoshop to drag the edges of the sheet out. I then made some simple corrections to the colour of the photo, making the sheet more gold, the models eyes dark and lips ready and generally improved the shadows of the image.

I placed the name of the band into the photo but this time changed the colour to match the gold of the sheet. I put a dark background against the title to make it show up easily.

I entered text into the area where the golden sheet in the font BigMisterC. To match the title and to again, distinguish this posters from others, I crossed all the '0's in the dates.

I drew lines using my tablet between the different locations for the gigs to take place in to separate them whilst still looking hand drawn and authentic.

I put a boarder round the whole image by finding a picture of scrunched up paper and enlarging it before changing it to match the gold colour, giving it a nice rough looking border.

I am happy with how my poster has turned out and I am proud that I took the photos myself in order to use them in my project. If I were to do my poster again, I'd try and make it look more professional as it isn't quite there yet.



I added the dots and crossed the 'O's myself to make the band title a bit more unique and distinguishable.

Since I wanted my poster to contain a picture of a woman with a blank background, I hung up a brown blanket in my house and my friend volunteered for me to photograph numerous photos of her.



These were the photos I narrowed my choice down to.

While I particularly liked the photo to the bottom right, I wanted a poster with a portrait page layout.

I further narrowed it to the images on the top left and top middle. I had an idea with the photo of my friend holding the sheet- I planned to write all the tour information onto it on Photoshop

# .hallowed.holly.



1.4.2011 black and white cafe  
manchester  
nottingham

3.4.2011 bedham social club  
brighton

4.4.2011 hanbury ballroom  
bristol

9.4.2011 the louisiana  
london

11.4.2011 the plug  
oxford

15.4.2011 the bullingdom  
leeds

6.4.2011 the duchess  
glasgow

20.4.2011 king tuts