



**4391/01**

**MEDIA STUDIES**

**UNIT 1**

**P.M. THURSDAY, 6 June 2013**

**2¼ hours plus your additional time allowance**

**Surname** \_\_\_\_\_

**Other Names** \_\_\_\_\_

**Centre Number** \_\_\_\_\_

**Candidate Number** 0 \_\_\_\_\_

<b>For Examiner's use only</b>		
<b>Section A</b>	<b>1</b>	
	<b>2</b>	
	<b>3</b>	
	<b>4</b>	
<b>Section A (40)</b>		
<b>Section B (40)</b>	<b>5</b>	
<b>TOTAL (80)</b>		

## **ADDITIONAL MATERIALS**

**Audio-visual resource for use with SECTION A**

**Optional: coloured pens/pencils and rulers for use with SECTION B**

**Spare paper for notes (to be provided by centre)**

## **INSTRUCTIONS TO CANDIDATES**

### **GENERAL**

**Use black ink, black ball-point pen or your usual method.**

**Write your name, centre number and candidate number in the spaces on the front cover.**

**Answer ALL questions in SECTION A AND SECTION B IN THIS ANSWER BOOK. There are continuation pages at the back of the book.**

**Look at the marks available for EACH question and use these as a guide in writing your answers.**

## **VIEWING THE DVD EXTRACT FOR SECTION A**

**You will be given 5 minutes to read through the questions in Section A (ON PAGE 5 AND 6 OF THIS ANSWER BOOK).**

**You will be shown the DVD extract for the first time. You will NOT make notes.**

**You will watch the DVD extract for a second time. This time you will be allowed to make notes.**

**MAKE ANY NOTES ON SPARE PAPER PROVIDED.**

**You will be allowed 10 MINUTES to make any further notes and to think about the answers to the questions.**

**You will watch the extract for a THIRD and FINAL TIME.**

**You will be allowed the remaining time (approximately 1 HOUR 45 MINUTES, depending on the length of the extract) to complete the examination.**

## **INFORMATION FOR CANDIDATES**

**The number of marks is given in brackets at the end of each question.**

**You are reminded of the need for clear and accurate written communication.**

**SECTION A: Thinking About The Media –  
Investigating TELEVISION DRAMA  
(EXCLUDING CRIME)**

**40 MARKS**

**THE EXTRACT IS TAKEN FROM THE ITV TELEVISION  
DRAMA DOWNTON ABBEY.**

**AFTER VIEWING THE EXTRACT, USE YOUR NOTES TO  
ANSWER THE FOLLOWING QUESTIONS.**

**ANSWER THE QUESTIONS IN THIS ANSWER BOOK.  
ALL QUESTIONS AND TASKS ARE REPEATED FOR  
YOU IN THE ANSWER BOOK.**

**1(a) Identify TWO different settings used in the extract.  
[4]**

**(b) Briefly explain why these TWO settings are used.  
[6]**

- 2(a) Identify TWO different storylines in the extract. [4]**
- (b) Briefly explain how EACH of the storylines appeals to audiences. [6]**
- 3 Explain how age is represented in ONE Television Drama you have studied. [10]**
- 4 Explain why Television Drama continues to be popular with television audiences. [10]**

**SECTION B: Thinking About The Media –  
Planning WEB-BASED DRAMA 40 MARKS**

**5** You work for a television company that wants to develop a new web-based drama.

**COMPLETE THE FOLLOWING TASKS:**

**Task 1.** Choose a name for your web-based drama.  
Briefly explain why you chose this name. [4]

**Task 2. (a)** Suggest TWO characters for your web-based drama. [2]

**(b)** Briefly explain EACH of their roles. [4]

**Task 3.** Outline the storyline for the first webisode. [10]

**Task 4.** Explain how your web-based drama will appeal to audiences. [10]

**Task 5.** Explain the advantages of web-based drama. [10]

**There are extra blank pages if needed in the back of your answer book.**

**SECTION A**

**AFTER VIEWING THE TELEVISION DRAMA EXTRACT,  
USE YOUR NOTES TO ANSWER THE FOLLOWING  
QUESTIONS.**

**1(a) Identify TWO different settings used in the extract.**  
**[4]**

**1** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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**EXPLANATION 2:** \_\_\_\_\_

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**2(a) Identify TWO different storylines in the extract.**

**[4]**

**1.**

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**2.**

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**EXPLANATION 2:** \_\_\_\_\_

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**SECTION B**

**5** You work for a television company that wants to develop a new web-based drama.

**COMPLETE THE FOLLOWING TASKS:**

**TASK 1.** Choose a name for your web-based drama.  
Briefly explain why you chose this name. [4]

**NAME OF WEB-BASED DRAMA:**

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**BRIEF EXPLANATION:**

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**TASK 2. (a) Suggest TWO characters for your web-based drama. [2]**

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2. \_\_\_\_\_

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**EXPLANATION 2:** \_\_\_\_\_

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