GCSE

4391/01

MEDIA STUDIES

UNIT 1

P.M. MONDAY, 6 June 2016

2 hours 15 minutes plus your additional time allowance

Surname _____

Other Names _____

Centre Number _____

Candidate Number 0 _____

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	For Examiner's use only		
	Question	Maximum Mark	Mark Awarded
Section A	1.	10	
	2.	10	
	3.	10	
	4.	10	
	Section A Total	40	
	Section B Total	40	
	Total	80	

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 or black ball-point pen or your usual method.

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

Answer ALL questions in SECTION A and SECTION B in this Answer Book. There are four continuation pages at the back of the book.

Look at the marks available for EACH question and use these as a guide when 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 pages 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 FILM TRAILERS

40 marks

The resource material consists of a trailer for the BBC film X + Y, released in 2015, certificate 12A.

After viewing the trailer, 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. How is camerawork used in this trailer? Refer to examples. [10]

2(a) Identify TWO different types of editing used in this trailer. [2]

(b) Explain why these types of editing are used. [8]

3. **Explain how trailers show the genre of a film. Refer to AT LEAST ONE trailer you have studied (NOT THE RESOURCE MATERIAL).** **[10]**

4. **Explain why film trailers are shown on the internet.** **[10]**

SECTION B: Thinking about the Media – Planning FILM POSTERS

40 marks

5. Plan a POSTER for a NEW 12A CERTIFICATE FILM.

COMPLETE THE FOLLOWING TASKS:

TASK 1. (a) Choose a title for the new film. [1]

(b) Briefly explain why you chose this title. [3]

TASK 2. (a) Identify TWO places where your film poster will be shown. [2]

(b) Briefly explain why your film poster will be shown in these places. [4]

TASK 3. Plan the design of your film poster. [10]

TASK 4. Explain how your film poster will attract a younger audience to the film. [10]

TASK 5. **How important are film posters to the promotion of a film?** **[10]**

There are four extra pages if needed at the back of your answer book.

SECTION A

After viewing the trailer, use your notes to answer the following questions.

1. How is camerawork used in this trailer? Refer to examples. [10]

2(a) Identify TWO different types of editing used in this trailer. [2]

1. _____

_____

_____

_____

2. _____

_____

_____

_____

2(b) Explain why these types of editing are used. [8]

3. Explain how trailers show the genre of a film. Refer to AT LEAST ONE trailer you have studied (NOT THE RESOURCE MATERIAL). [10]

4. Explain why film trailers are shown on the internet. [10]

SECTION B

5. Plan a POSTER for a NEW 12A CERTIFICATE FILM.

COMPLETE THE FOLLOWING TASKS:

TASK 1. (a) Choose a title for the new film. [1]

(b) Briefly explain why you chose this title. [3]

TITLE OF NEW FILM: _____

_____

_____

BRIEF EXPLANATION: _____

_____

_____

_____

_____

_____

_____

TASK 2. (a) Identify TWO places where your film poster will be shown. [2]

1. _____

_____

_____

_____

2. _____

_____

_____

_____

TASK 2. (b) Briefly explain why your film poster will be shown in these places. [4]

TASK 3. Plan the design of your film poster. [10]

TASK 4. Explain how your film poster will attract a younger audience to the film. [10]

Task 5. **How important are film posters to the promotion of a film?** **[10]**

END OF PAPER

FOR CONTINUATION ONLY.