



4391/01

MEDIA STUDIES

UNIT 1

A.M. WEDNESDAY, 11 June 2014

2 hours 15 minutes plus your additional time allowance

Surname _____

Other Names _____

Centre Number _____

Candidate Number 0 _____

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		
5.	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, 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 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 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 Television Crime Drama

40 marks

The extract is taken from the ITV Crime Drama ‘Lewis’ broadcast in 2012.

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 objects which are important in this Crime Drama extract. [2]

(b) Briefly explain why EACH object is important. [8]

2(a) Identify TWO different types of sound used in the extract. [2]

(b) Briefly explain why EACH is used. [8]

3. **Explain how the police and / or detectives are represented in Television Crime Drama. Refer to examples you have studied. [10]**

4. **Explain TWO reasons why Television Crime Drama is important to television organisations. [10]**

SECTION B: Thinking about the Media – Planning Television Drama Magazines

40 marks

- 5. Create the front cover for a TELEVISION MAGAZINE which features a new CRIME DRAMA.**

COMPLETE THE FOLLOWING TASKS:

- TASK 1. Choose a name for your new Crime Drama.
Briefly explain why you chose this name. [4]**
- TASK 2. Explain THREE elements that will appear on the cover of your magazine. [6]**
- TASK 3. Plan the layout for the front cover of your magazine. Label your plan. [10]**
- TASK 4. Explain how the front cover of the magazine will appeal to audiences. [10]**

TASK 5.

- (a) Suggest TWO ways in which magazines are used to promote Crime Drama on television. [4]**

- (b) Briefly explain these ways. [6]**

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

SECTION A

After viewing the Crime Drama extract, use your notes to answer the following questions.

1(a) Identify TWO objects which are important in this Crime Drama extract. [2]

1. _____

2. _____

1(b) OBJECT 2: _____

2(a) Identify TWO different types of sound used in the extract. [2]

1. _____

2. _____

2(b) SOUND 2: _____

SECTION B

- 5. Create the front cover for a TELEVISION MAGAZINE which features a new CRIME DRAMA.**

COMPLETE THE FOLLOWING TASKS:

**TASK 1. Choose a name for your new Crime Drama.
Briefly explain why you chose this name.**
[4]

NAME OF CRIME DRAMA: _____

BRIEF EXPLANATION: _____

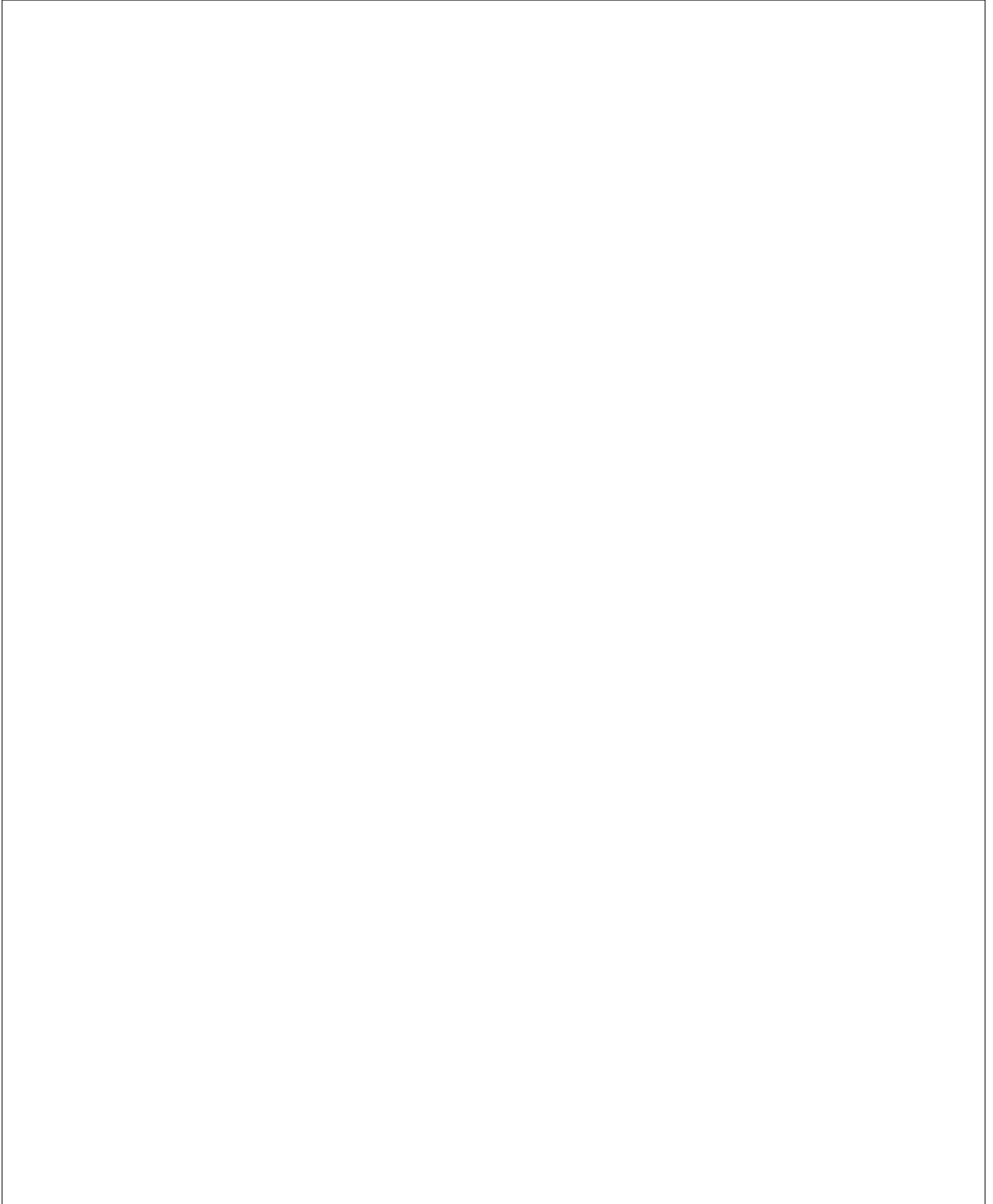
TASK 2. Explain THREE elements that will appear on the cover of your magazine. [6]

1. _____

2. _____

3.

TASK 3. Plan the layout for the front cover of your magazine. Label your plan. [10]

A large, empty rectangular box with a thin black border, intended for the student to draw and label their magazine cover layout plan.

TASK 5. (a) Suggest TWO ways in which magazines are used to promote Crime Drama on television. [4]

1. _____

2. _____

(b) Briefly explain these ways. [6]

EXPLANATION: _____
