Centre Number			Candidate Number		
Surname					
Other Names					
Candidate Signature					

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General Certificate of Education Advanced Subsidiary Examination January 2013

Media Studies

MEST1

Unit 1 Investigating Media

Wednesday 9 January 2013 9.00 am to 11.00 am

You will need no other materials.

Time allowed

• 2 hours (including 15 minutes' viewing time)

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions in Section A and one question from Section B.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all planning in this book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- You will be expected to show that you know and understand:
 - media concepts, contexts and critical debates
 - how meanings and responses are created within media products and processes.
- You will also be marked on your ability to:
 - use good English
 - organise relevant information clearly
 - use specialist vocabulary where appropriate.

Advice

- You are advised to spend one hour 15 minutes (including 15 minutes' viewing time) planning and writing your answers to Section A.
- You should spend 45 minutes planning and writing your answer to Section B.

For Examiner's Use			
Examine	r's Initials		
Question	Mark		
1			
2			
3			
4			
SECTION A SUB-TOTAL			
5			
6			
TOTAL			

Section A Texts, Concepts and Contexts

Answer all questions in Section A.

Read the information and the four questions below.

You will be shown a media product **three** times. In between viewings you should make notes in response to the questions below in the space provided. These notes will not be marked.

You should spend approximately **15 minutes** answering each question in Section A.

You should support your answers with evidence from the media product.

You are about to see *Embrace Life*, a British public information film made for the Sussex Safer Roads Partnership about the importance of wearing seat belts. The short film has become an international phenomenon, reaching 129 countries through social networking and video sharing sites, after it was launched on the internet in January 2010.

Highly praised for its visual and emotional impact, the film has scooped a range of awards worldwide. By December 2011, the film had over 14 million views on YouTube and a Facebook group, 'This Ad Should be on TV', had been created.

Executive Producer, Neil Hopkins, said that the film had originally been designed to be screened at local cinemas, on the Sussex Safer Roads Partnership website, and at local educational events. He added: 'We never dreamed that the campaign would touch so many people.'

1 Media Institutions

How does the institution take an original and positive approach to road safety advertising? (12 marks)

2 Media Forms

How does mise-en-scène contribute to the impact of the film? (12 marks)

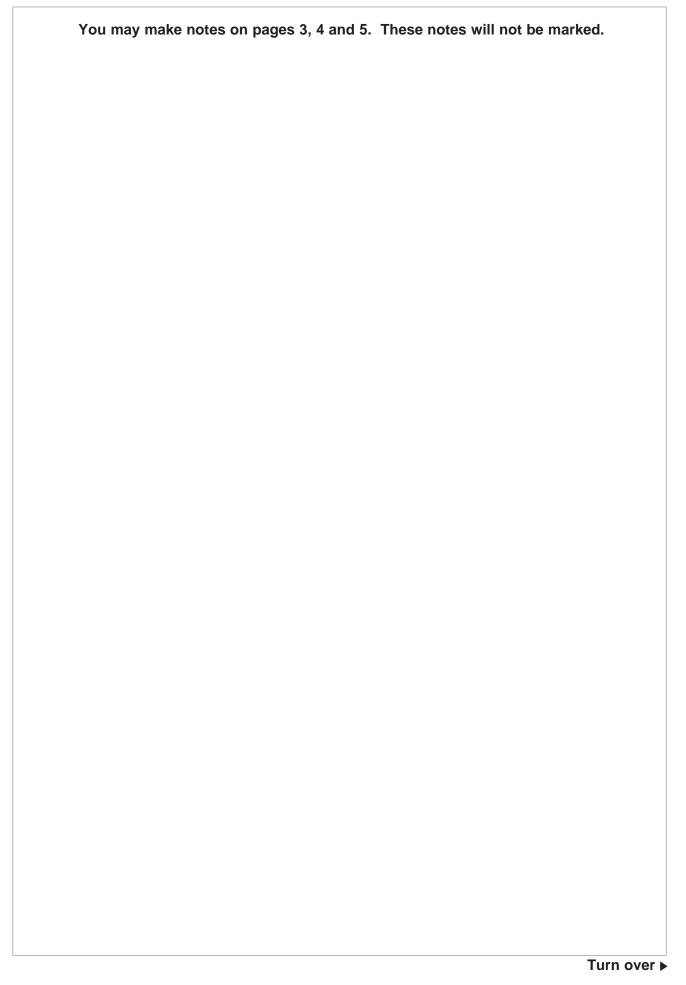
3 Media Representations

How is family represented in the film? (12 marks)

4 Media Audiences

Why does the film appeal to such a wide audience? (12 marks)

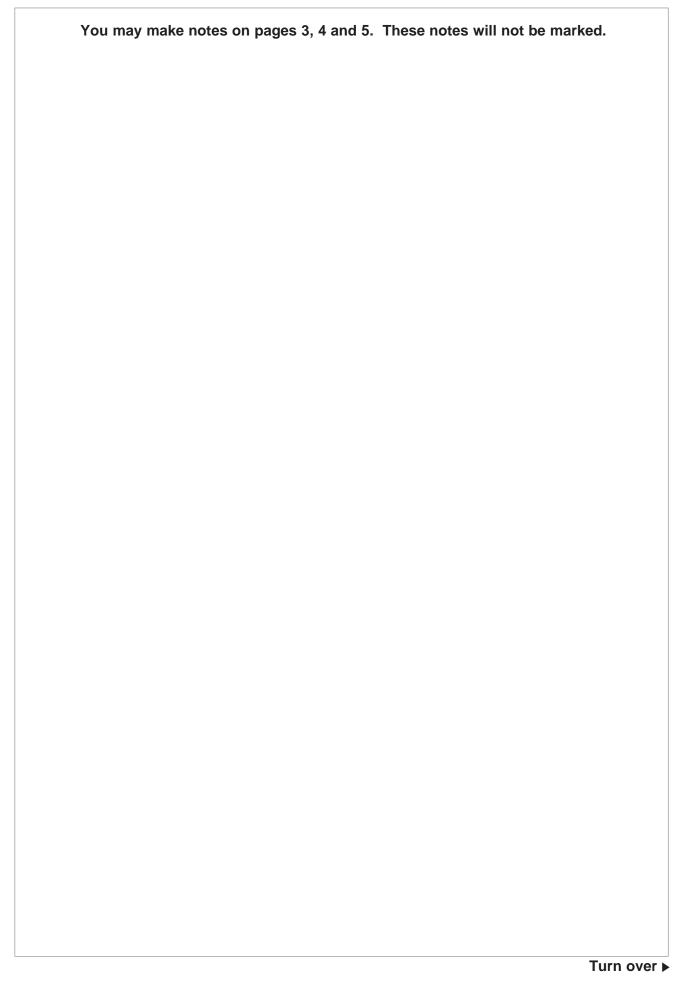






You may make notes on pages 3, 4 and 5. These notes will not be marked.	







1	Media Institutions
	How does the institution take an original and positive approach to road safety advertising? (12 marks)
•••••	



Turn over for the next question

Turn over ▶



2	Media Forms	
	How does mise-en-scène contribute to the impact of the film?	(12 marks)



Turn over for the next question
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3	Media Representations	
	How is family represented in the film?	(12 marks)
•••••		
•••••		
•••••		



Turn over for the next question

Turn over ▶



4	Media Audiences	
	Why does the film appeal to such a wide audience?	(12 marks)



Turn over for Section B

Turn over ▶



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Section B Cross-Media Study

Answer one question from this section using material from your cross-media study.

Answer either Question 5 on page 15 or Question 6 on page 21.

You should spend approximately 45 minutes planning and writing your answer.

You may make notes on this page. These notes will not be marked.



EITHER	
5	Evaluate how new technologies have been used in the products in your cross-media study.
	Support your answer with reference to a range of products from three media platforms. (32 marks)





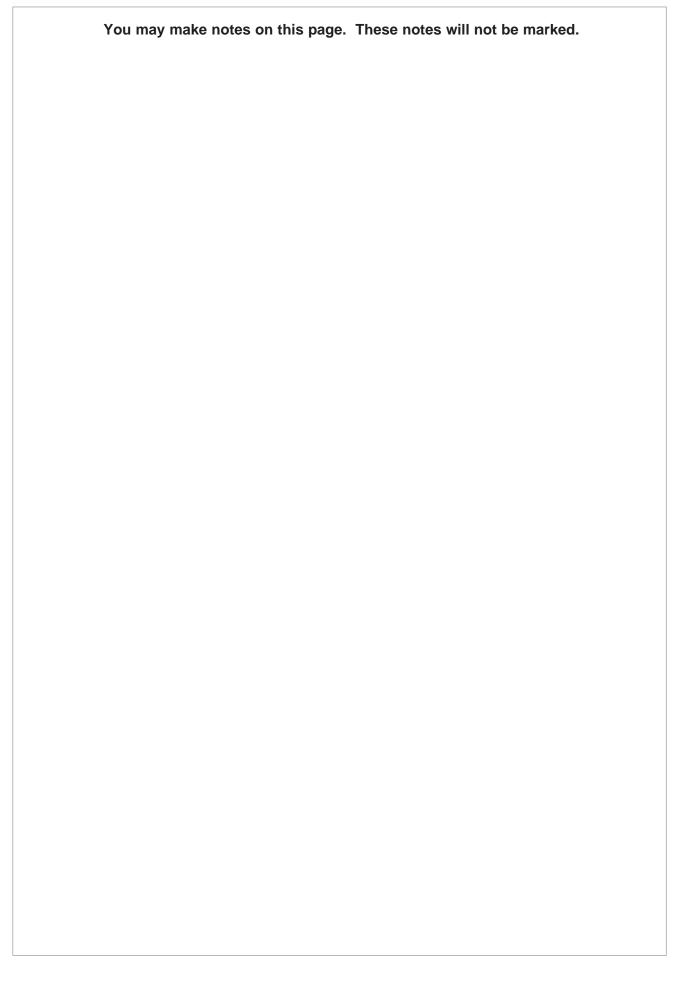




Turn over for Question 6

Turn over ▶







OR	
6	Intertextuality describes the way in which media products make reference to other media products that producers assume audiences will recognise.
	Identify the ways intertextuality is used in your cross-media study.
	Support your answer with reference to a range of products from three media platforms. (32 marks)









END OF QUESTIONS



