



General Certificate of Secondary Education
June 2012

Media Studies

48101

Unit 1 Investigating the Media
Topic Television Crime Drama

Thursday 14 June 2012 1.30 pm to 3.00 pm

For this paper you must have:

- an AQA 8-page answer book
- a clean copy of 48101/PM (enclosed)
- a blank A3 design sheet (enclosed)
- drawing and colouring materials.

Time allowed

- 1 hour 30 minutes

Instructions

- Use black ink or black ball-point pen. You should use coloured pencils, fine liners and a ruler where appropriate.
- Write the information required on the front of your answer book. The **Examining Body** for this paper is AQA. The **Paper Reference** is 48101.
- Answer **all** tasks.
- You should make sketches and diagrams to help develop your answers where appropriate.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.
- Label clearly your additional sheets. Make it clear which task each sheet relates to. Attach them securely to your answer book.
- You may not bring your copy of the Preliminary Material (48101/PM) or any preparatory material to this examination.

Information

- The marks for tasks are shown in brackets.
- All tasks carry equal marks.
- The maximum mark for the paper is 60.
- You are reminded of the need for good English and clear presentation in your answers. Quality of written communication will be assessed.

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Answer **all** tasks.

All tasks carry equal marks.

0	1
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We think that these are the important qualities of a successful television crime drama genre:

- storylines which are full of suspense
- convincing characters
- realistic settings.

Using examples from programmes drawn from your research, show how each of these qualities has been used to appeal to audiences. *(15 marks)*

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Convince us that your pilot episode will be successful. Let us have your ideas for the following:

- an appropriate title
- a profile of two main characters
- details of the main settings to be used
- ideas for possible storylines.

(15 marks)

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One way to promote this pilot episode would be through a website. Design the homepage of a website for your pilot episode. You should use the A3 sheet enclosed.

(15 marks)

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In addition to a website, suggest **three** other ways we can promote our new crime drama. At least **one** of your suggestions must make use of new and e-media. You need to tell us what you think are the advantages of each suggestion. *(15 marks)*

END OF TASKS

There are no tasks printed on this page