



A2

MEDIA STUDIES

Unit 3 Critical Perspectives

MOCK PAPER 1 Morning Time allowed: 2 hours

Thursday 2 March 2017 14.00 pm to 16.00 pm

Time allowed

- 2 hours (including 15 minutes' viewing time)

Instructions

- Use black ink or black ball-point pen.
- Write the information required on the front of your answer book. The Paper Reference is MEST3.
- Answer all questions in Section A and one question from Section B.
- Do all planning in the answer book. Cross through any work that you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- You will be awarded marks for showing 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 information clearly
 - use specialist vocabulary where appropriate.

Advice

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

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.

After these viewings, you are advised to spend a further 6 minutes reading through the attached insert. You should then spend 45 minutes answering the questions in Section A.

The first media product is an Iphone 7 & AirPods commercial marketing Apples new products. It features the song 'Down' by Marian Hill which was made popular shortly after the release of this commercial. The release of the commercial have caused much debate in the media following their new tag-line 'This is 7' which has plural meanings in other languages.

The second media product is a front cover and insert for a business magazine. The mission statement of the editors says 'Platinum Business Magazine was born out of the desire to give Sussex a world class business publication. Sussex is one of the powerhouse regions of the country and deserves a business magazine with a fiercely independent editorial outlook, no poorly disguised advertorials, an informative and entertaining read and an editorial stance that speaks directly to business leaders across the entire South East region, regardless of the size of the company.

Our aim is to ensure the magazine is stylish, contemporary and national in appearance but with regional content. With this in mind, we assembled a PBM Steering Committee, comprising ten CEO's from leading companies across the region, with whom we meet regularly to ensure that we remain relevant and current.'

0 1 How are the production values of the two products achieved to create a strong identity?
[8 marks]

0 2 Is it important for media institutions appeal to a mainstream audience?
You may refer to other products to support your answer.
[12 marks]

0 3 In a world where globalisation and technological advancements occur, how important is it for media producers and audiences to ensure the media landscape maintains fair and unbiased?
You should refer to other products to support your answer.
[12 marks]

Media Product 2

P L A T I N U M
BUSINESS

The widest-read business publication in the South East SURREY EDITION . ISSUE 17 . 2015

CHECK A TORNADO
A business success born out of a freak storm

DON'T LET GO
How to keep your staff

YVONNE ARNAUD THEATRE
Celebrating 50 years

GO AGOVO
The Weybridge company with big plans

THE BIG STORY
DONALD TRUMP
Genuine candidate or just an attention-seeker?

Plus:
Business Funding Guide
International Trade
Legal Issues
Accountancy
Wealth Management
Business Travel
Chamber News
Business Style
Editorial Opinion
Networking
Motoring

READ ALL PAST ISSUES AT WWW.PLATINUMBUSINESSMAGAZINE.COM

DONALD TRUMP

The Serial Disrupter

by Maarten Hoffmann

Who is this odd man? Not enough to be a bombastic real estate oddity and later a television personality; he now has his sights set on the top job - President of the United States of America.

His job application includes remarks concerning the recent Oregon mass college shooting: "Horrible, but these things happen. Let's give all the teachers guns - that'll stop it." Regarding Mexican immigrants: "When Mexico send their people, they are not sending their best, they are sending their worst. Vote for me and I will have every single one of them thrown back over the border and then I will build a giant wall to keep them out." About the top job: "I will be the greatest President that God ever created."

I don't have enough room here to paraphrase all his ludicrous, sexist, racist, homophobic comments, and as a billionaire businessman, he can make all the comments he likes, and good luck to the mentally deficient who soak it up, but if you intend to run for Commander-in-Chief of the most powerful country in the world, it would be advisable to button your lip. But then, that is the point...IF he intends to run. There is a large and growing lobby of folk who know about these things who are clear on the fact that he is just being disruptive and actually has no intention of running for office.

Trump was born in New York in 1946, one of five children of Mary Anne and Fred Trump. Fred was a real estate developer and it was therefore no great leap that "the Donald" followed in his foot steps. He has mixed ancestry with a Scottish mother, born on the Isle of Lewis, and with German paternal grandparents. This would appear to be a slightly touchy subject

"I will be the greatest President that God ever created."

as in his 1987 book, *The Art of the Deal*, he incorrectly claimed that his grandparents were Swedish and not German, thereby revealing an insecurity about his mixed heritage.

Trump attended the private Kew-Forest School, where his father was a trustee, and then transferred to the Wharton School at the University of Pennsylvania, because Wharton had one of the very few real estate studies departments in US academia. He graduated in 1968 with a Bachelor of Science degree in economics.

He learnt a lot at the feet of his father's company, Elizabeth Trump & Co, which focussed on middle-class housing in the borough of Brooklyn, and one of his first projects was to take an apartment complex that his father had purchased for \$5.7 million, invest \$500,000, raise the occupancy from 35% to 100% and then sell it on for \$6.75m. This whetted his appetite for money, success and, eventually, the need for fame.

In 1988, Trump acquired the Taj Mahal Casino in Las Vegas, which led to mounting debt, and by 1989 he was unable to meet loan payments and was on the verge of bankruptcy. He was forced to sell his Trump Shuttle Airline and his 282-foot megayacht, the Trump Princess, and was only saved by the unfortunate death of his father, who left \$300m to his four children.

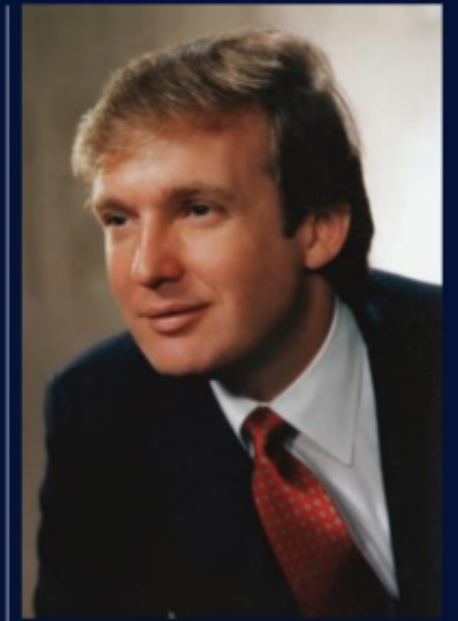
It would appear he learnt from this debacle, vowed never to get that close to the precipice again and then began his domination of the New York real estate sector and the city's skyline with the 2001 completion of the Trump World Tower, a 72-story building opposite the UN Headquarters. Then followed Trump Place, Trump International, Trump International Hotel in Honolulu, Chicago, Toronto and Florida. Absolutely no ego here, then!

In 2015, Forbes estimated his net worth at \$4 billion, and in typical Trump style, this really upset him as it was simply not enough. He then published his financial statement to prove that this figure should be changed to \$8.7 billion.

But none of this was enough and the Trump name was therefore sold as a franchise, and now we have Trump Mortgages, Restaurants, Catering, Ice Cream Parlours, Menswear, Watches, Fragrance, Productions, and so it goes on. Although he is not directly involved in any of these businesses, he has licensed what some might think is his most valuable asset - his name.

"The trouble with Trump is that he rarely, if ever, says anything that he genuinely believes."

Trump claimed in a July 2015 press release, one month after announcing his presidential run, that his "net worth is in excess of ten billion dollars." However, Trump has said in the past that "my net worth fluctuates, and it goes up and down with markets and with attitudes and with feelings—even my own feelings." Forbes had said that although Trump "shares a lot of information with us that helps us get to the figures we publish," he "consistently pushes for a higher net worth—especially when it comes to the value of his personal brand." Forbes reduced its



estimate of Trump's net worth by \$125 million following Trump's controversial 2015 remarks about undocumented Mexican immigrants, which ended Trump's business contracts with NBCUniversal, Univision, Macy's, Serta, PVH Corporation, and Perfumania. His full statement was: "The U.S. has become a dumping ground for everybody else's problems. It's true that these are not the best and the finest. When Mexico sends its people, they're not sending their best. They're not sending you. They're sending people that have lots of problems, and they're bringing those problems to us. They're bringing drugs. They're bringing crime. They're rapists. And some, I assume, are good people."

So is his run for President just another way of driving up the intrinsic value of his name? In my view, absolutely yes, as such racist comments make for great sound bites and certainly stir up the uneducated fanatics



Section B

Answer **one** question from this section.

You are advised to spend **one hour** on your answer.

You will be rewarded for showing independent study by using:

your own individual case study topic
your own individual choice of media products.

EITHER**Identities and the Media**

0	4
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 Does your case study suggest that technological developments enable audiences to challenge dominant representations?

[48 marks]

OR

0	5
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 How and why does the representation of the identity you have studied reflect and reinforce dominant values and ideologies?

[48 marks]

OR

The Impact of New/Digital Media

0	6
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 Does your case study suggest that new and digital media have had a positive impact by offering audiences a more diverse range of values and ideologies?

[48 marks]

OR

0	7
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 “As a result of developments in new and digital media, traditional media institutions face a struggle to survive.” Use your case study to discuss this statement.

[48 marks]

Please turn over for next question

Turn Over ►

