

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

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



General Certificate of Education  
Advanced Subsidiary Examination

# Media Studies

# MEST1

## Unit 1 Investigating Media

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 1 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.



**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 an advert to encourage drivers to stop speeding entitled 'Dead Men Talking'. The work, runs across cinema, video-on-demand and radio, and features two men walking out of their car (in an effect of stop motion) and conversation about the issue.

One of the men mentions he's got a child in the back seat of the car making the other come to an understanding that he was speeding and driving probably much quicker than he should have.

The advert ends with 'Other's make mistakes - slow down'.

- |          |   |
|----------|---|
| <b>1</b> | <p><b>Media Forms</b></p> <p>How are special effects used to convey the importance of not speeding?</p> <p style="text-align: right;"><b>[12 marks]</b></p>                     |
| <b>2</b> | <p><b>Media Representations</b></p> <p>How is the importance of driving carefully and slowly represented in the advert?</p> <p style="text-align: right;"><b>[12 marks]</b></p> |
| <b>3</b> | <p><b>Media Institutions</b></p> <p>What specific values of institution are conveyed in the advert?</p> <p style="text-align: right;"><b>[12 marks]</b></p>                     |
| <b>4</b> | <p><b>Media Audiences</b></p> <p>What experiences can the audience gain from this media text? Use Examples.</p> <p style="text-align: right;"><b>[12 marks]</b></p>             |



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

**Turn over ►**



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



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

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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.**





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32

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





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