

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 from a German Broadcaster entitled 'Könntest du damit Leben?' which simply translates to 'Could you bare the life?'

The advert uses a background song called 'Mad World' by Gary Jules. The advert describes a story of a young boy playing football in his garden when one day, a drunk teenager loses control over his car and flies into the garden killing the boy.

The producers of the advert - Das Land Steiermark, comments 'the advert describes how the provenance of drink driving affects more than just the driver themselves'.

- 1**            **Media Forms**  
How is linear/non-linear narrative used for effect?  
**[12 marks]**
- 2**            **Media Representations**  
How are the children represented?  
**[12 marks]**
- 3**            **Media Audiences**  
To what extent is this advert applicable to a wide audience?  
**[12 marks]**
- 4**            **Media Institutions**  
'The institution is trying to be creative to advertise the effects of drink driving.' How far do you agree? Discuss.  
**[12 marks]**



**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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**1      Media Forms**

How is linear/non-linear narrative used for effect?

**[12 marks]**

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12

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**4 Media Institutions**

'The institution is trying to be creative to advertise the effects of drink driving.'

How far do you agree? Discuss.

**[12 marks]**

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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** Discuss the role of the institution in your cross media study and whether it's techniques to promote the media text was effective.

Support your answer with reference to a range of products from **three** media platforms

**[32 marks]**

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