

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 Irish advert to prevent drink driving. The advert has been produced by Fógra Advertising and released to public to illustrate the spiral effects drink driving can have on driver and their passengers.

The aims of the advert are to show how not only the driver and their passengers are affected but how it can impact the wider view.

Originally, due to it's shocking imagery the advert was removed from public television but has been yet again broadcast-ed as it has been commented on that 'it has a powerful message and a potential to make the public aware of the wider impacts of drink driving'.

The advert has been produced in partnership with AXA, a car insurance company as well as a health care insurer for drivers and other individuals.

- |          |  |                   |
|----------|--|-------------------|
| <b>1</b> | <p><b>Media Forms</b></p> <p>How is the narrative structured to create a dramatic effect?</p>                        | <b>[12 marks]</b> |
| <b>2</b> | <p><b>Media Audiences</b></p> <p>Why does this advert appeal more to a younger demographic?</p>                      | <b>[12 marks]</b> |
| <b>3</b> | <p><b>Media Institutions</b></p> <p>How does the institution take a emotive approach to road safety advertising?</p> | <b>[12 marks]</b> |
| <b>4</b> | <p><b>Media Representations</b></p> <p>How is gender represented in this advert?</p>                                 | <b>[12 marks]</b> |



**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.**

**Turn over ►**





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Turn over for the next question

12

Turn over ►







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Turn over for the next question

12

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12

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**4 Media Representations**

How is gender represented in this advert?

**[12 marks]**

Dotted lines for writing answer.



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**Turn over for Section B**

<b>12</b>

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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**

Convergence describes the links made with other media platforms.

Discuss how your cross media study uses convergence to attract its specific audience.

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

**[32 marks]**

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32

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**END OF QUESTIONS**

**32**



2 5

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ANSWER IN THE SPACES PROVIDED**



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