

Centre Number						Candidate Number				
Surname										
Other Names										
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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 extract from a popular TV series 'This is Africa', narrated by David Attenborough. Running in 2013, it is a factual documentary created by BBC's Natural History Unit. It focus on the wildlife of Africa and took an astonishing 4 years to film and produce.

It was originally released on BBC One and BBC One HD, an iconic flagship channel for BBC whose vision is to 'be the most creative organisation in the world'. It's mission is to inform, educate and entertain it's audiences and the producers believe that 'Africa' does just that.

There are six episodes and are each an hour in length, comprising the main programme and a 10-minute featurette called Eye to Eye which details the filming of a particular event.

Following the critical acclaim, a series of merchandise was produced including an official 2014 calendar, a soundtrack, book with a foreword by David Attenborough as well as a convergence release of DVD & Blu-Ray series.

- | | | | |
|----------|------------------------------|--|-------------------|
| 1 | Media Forms | How is sound used to put the extract in a positive light? | [12 marks] |
| 2 | Media Representations | To what extent do you agree that Africa is positively represented? | [12 marks] |
| 3 | Media Institutions | How effective is the conventional narrative at achieving BBC's values? | [12 marks] |
| 4 | Media Audiences | Why does this extract from the series appeal to a wide audience? | [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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Turn over for the next question

12

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2 Media Representations

To what extent do you agree that Africa is positively represented?

[12 marks]

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3 Media Institutions

How effective is the conventional narrative at achieving BBC's values?

[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 Evaluate the use of emerging new technologies in the synergism of the text from your cross media study.

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

[32 marks]

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END OF QUESTIONS

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