

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.

In the accompanying insert, a PlayStaion Magazine Front Cover is printed.

The magazine has 13 issues per year, designed; edited and printed in the UK, it's editor in chief is Ben Wilson. The magazine is produced by Future Publishing and the magazine has been recently re-announced as 'The Official PlayStation Magazine'.

The front cover you are seeing now is for the June 2013 issue where a special dedicated magazine for PS4's exclusive game Kill Zone, Shadow Fall was written.

In 2004, TOPM won the prestigious Industry Dinner Magazine of the Year Award, making Sony, the institution running PlayStation 'feel very proud of the hard work put in by the editorial team'.

- | | | |
|----------|---|-------------------|
| 1 | <p>Media Forms</p> <p>How is the front cover constructed to appeal to the target market?</p> | [12 marks] |
| 2 | <p>Media Representations</p> <p>How does the front cover represented the content provided by Sony PlayStation?</p> | [12 marks] |
| 3 | <p>Media Institutions</p> <p>Why is Sony insignificant in the advertising of PlayStaion in this magazine?</p> | [12 marks] |
| 4 | <p>Media Audiences</p> <p>Why does this magazine appeal it's the target market?</p> | [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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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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**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



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ANSWER IN THE SPACES PROVIDED**



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