

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 for a motor neurone diseases entitled 'Sarah's Story'.

Sarah's Story is a campaign to raise awareness of Motor Neurone Disease (MND). It features Sarah Ezekiel who is living with MND and after whom the campaign has been named.

As part of the campaign a 90-second film has been created which is intended to convey the emotional impact of receiving a diagnosis of MND. It tells the story of a young woman who is suddenly 'attacked' by MND. An actress plays the part of Sarah and as her body deteriorates the actress's head is superimposed on the body of Sarah Ezekiel.

This is the first ever UK broadcast advert created to raise awareness of MND and the work of the MND Association. It was shown at cinemas across England and Wales.

Sarah's Story, a 90-second film, has been given a 15 certificate. It shows the emotional and physical impact of a diagnosis of MND and some may find it unsettling, even shocking, to watch.

- | | | |
|----------|---|-------------------|
| 1 | <p>Media Forms
How is camera work used to compress time in this advert?</p> | [12 marks] |
| 2 | <p>Media Audiences
How are the audiences encouraged to see MND by the advert?</p> | [12 marks] |
| 3 | <p>Media Institutions
Does this advert fulfill its purpose of raising awareness of MND?
Discuss.</p> | [12 marks] |
| 4 | <p>Media Representations
How are people with the MND disease represented in this advert?</p> | [12 marks] |



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

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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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12

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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.

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32

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END OF QUESTIONS



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