

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 St John's Ambulance entitled 'Save the boy'

The advert has been released urging people to learn first aid. Bartle Bogle Hegarty created the spot, which shows a helpless father cradling his son after he fell from a tree. It warns that a St John Ambulance volunteer can't always be on hand to help and ends with the line: "You can be the difference between life and death."

The ad is supported by an interactive video that teaches viewers how to administer first aid. The work was created by Rob Ellis and Alex Ball, and directed by Dougal Wilson through Blink. The website was built by Monterosa.

- | | | | |
|----------|------------------------------|---|-------------------|
| 1 | Media Forms | How is the structure and particularly the climax of events effective? | [12 marks] |
| 2 | Media Representations | Identify the key representations in this advert. | [12 marks] |
| 3 | Media Audiences | How effective is the advert at encouraging the audience to learn first aid? | [12 marks] |
| 4 | Media Institutions | How does the institution take an original approach advertising the importance of first aid? | [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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