

A-level MEDIA STUDIES

Unit 3 Critical Perspectives

Wednesday 8 June 2016

Morning

Time allowed: 2 hours

(including 15 minutes' viewing time)

Materials

For this paper you must have:

- an AQA 16-page answer book.

Instructions

- Use black ink or black ball-point pen.
- Write the information required on the front of your answer book. The **Paper Reference** is MEST3.
- Answer **all** questions in Section A and **one** question from Section B.
- Write your answers in the answer book provided.
- Do all planning in your answer book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- You will be awarded marks for showing 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 information clearly
 - use specialist vocabulary where appropriate.

Advice

- You are advised to spend **one** hour (including 15 minutes' viewing time) planning and writing your answers to Section A.
- You are advised to spend **one** hour planning and writing your answer to Section B.

Section A

Answer **all** questions in Section A.

Read the information and the three questions below.

You will be shown two media products **three** times. In between these viewings you should make notes in response to the questions below. These notes will not be marked.

After these viewings you are advised to spend approximately 45 minutes answering the questions in Section A.

Media Product One: An advertisement for the London Collection: Luxury Apartments by Redrow Homes.

Media Product Two: Extract from 'The Trews Report' – Britain's richest MP buys the New Era housing estate in Hoxton, London – 93 families devastated by increase in rent.

Redrow Homes are a nationwide organisation; their website describes them as a 'premium homebuilding company'. They advertise their properties on a variety of platforms, including television, online and by using social media. This advert was first broadcast in January 2015, but was withdrawn by Redrow after it was criticised online for portraying an unattainable lifestyle for most Londoners. A Redrow spokesperson admitted "we maybe didn't get it quite right with this one".

'The Trews' is a YouTube based web series by broadcaster/actor/comic Russell Brand. With a new episode appearing approximately every week, it involves Brand discussing a range of contemporary media topics, offering his opinion on events alongside interviews and clips from a series of collaborators. The name 'The Trews' is a merging of two separate words, 'true' and 'news', and the series is part of Brand's attempts to engage a wider section of society with current affairs and political events. In March 2015, 'The Trews' exceeded one million subscribers.

Question 1

0	1
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 What media language techniques are used to make each product appear authoritative and trustworthy?

[8 marks]

Question 2

0	2
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 How do media products encourage audiences to agree with a certain set of values and beliefs?

You may refer to other media products to support your answer.

[12 marks]

Question 3

0	3
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 Should the media provide accessible platforms for alternative or oppositional voices?

You should refer to other media products to support your answer.

[12 marks]

Section B

Answer **one** question from this section.
You are advised to spend **one hour** on your answer.

You will be rewarded for showing independent study by using:

- your own individual case study topic
 - your own individual choice of media products.
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Either

Identities and the Media**Question 4**

0 4 “Popular ideas about the self in society have changed, so that identity is today seen as more fluid and transformable than ever before.” David Gauntlett

Use your case study to explore this idea.

[48 marks]

or

Question 5

0 5 “In an increasingly globalised world, the ability to create an ‘alternative’ identity is becoming more difficult.” Does your case study support this view?

[48 marks]

or

The Impact of New/Digital Media**Question 6**

0 6 “As a result of developments in new and digital media, traditional media institutions face a struggle to survive.” Use your case study to discuss this statement.

[48 marks]

or

Question 7

0 7 Data is “retained and subsequently used without the subscriber or registered user being informed... private lives are the subject of constant surveillance”. European Court of Justice – April 2014

With reference to your case study, discuss the extent to which you agree that ‘private lives are the subject of constant surveillance’.

[48 marks]

END OF QUESTIONS

There are no questions printed on this page

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