

**G322 June 2010**  
**Examiner's Comments 62/100**

**Question 1 (32 marks)**

The candidate is analytical and avoids a contextual introduction to the task and the rigmarole of explaining what TV drama is. The candidate uses an integrated approach to analysis, which deals with the extract in a chronological order. Analysis is linked to gender representation and achieves this through the discussion of mise en scène and editing, but the candidate does not appear to be fully in command of the latter technical feature. Analysis of gender could be more grounded in explanation/ analysis and argument, but this is sustained, where the candidate compares and contrasts different character representations, nearly always in antithesis to each other, rather than exploring the full range of representations and stereotypes available.

The response in a way flatters to deceive, as it mentions editing and sound throughout, with some sustained analysis, but it is often superfluous and fleeting in explicit links to gender. A wider range of exemplification could have been used from the extract to enhance the candidate's answer in the area of the key concept of gender representation. The use of terminology is mostly accurate.

**Question 2 (30 marks)**

The area that the candidate has referred to is Music. The focus of the candidate's response opens on the institutional practice of synergy but the first couple of paragraphs seem almost displaced from what the question demands. This is an example of where a candidate is not directly addressing what the set question asks but is instead 'writing as much as I know about the music industry'.

They have clearly been taught the music industry and show some proficiency of this and it is not until some way into the essay, that an argument is engaged with the use of digital initiatives, for example, in discussion of EMI and peer to peer file sharing. The digital initiatives of iTunes and My Space are introduced, but this is more descriptive than analytical. This is a top-level two response to the set question with accurate and reliable use of terminology, but does not always address the question set, with a small range of case study material and exemplification.

**Total 62 marks**

**Candidate Answer**  
**G322 June 2010**  
**Section A (32/50)**

In the first scene of 'primeval' the establishing shot is of a woman and a man in what seems to be a woodland area. They are having a disagreement after which the camera shows a long shot of her walking away, with the male in the corner, this signifies his lack of control on the situation and that he won't try to stop her.

During the scene there are ambient sounds of birds tweeting, which usually represents happiness. After this there is not much editing involved when moving to the next scene of 'abbey' operating and driving a tractor in the middle of the woods, quite skilfully it seems. This gives the audience a first impression that she's in control, powerful and obviously doesn't go unrecognised just because she is a female. She is also wearing a suit which could show her authority and position that she plays in her job. We are next taken to a low shot of another male placing a rock in the grass of the forest which follows with a close up of this rock this could be telling us that it will reappear at a future date in the episode. The camera then goes back to abbey who is digging up dirt. When the shot quickly changes to the third male introduced who is shouting at her to stop, again this could show she has control or it could mean that she is merely an accomplice of this male. There is silence at this point and the only sound we can hear is the ambient sound of something growling/roaring in the near distance.

The music suddenly changes to something adventurous and dooming (as if something is about to happen) and the camera focuses on the sabretooth tiger (close up). The post production editing of this episode has made the tiger look very realistic due to special effects and it merges in well with 'real' background.

The man is shown as scared as he jumps into the pothole in the ground. The camera shots go from a close up of the tiger roaring and then back to the man's face which shows a lot of fear and vulnerability, this technique is called shot-reverse-shot.

Abbey then tries to distract the tiger from the male by teasing it with the tractor, this represents females as knowledgeable and powerful and is trying to say women can be just as helpful/needed as men are. She also controls the tractor very expertly which tells us she has probably had experience has a lot of independence.

Next the male is shown in a long shot calling to the tiger to "come on" which suggests his power and bravery is back and he's now showing qualities of a 'typical' male. As the chase of the tiger and him starts so does the mysterious, action based music which gets the audience back on the edge of their seats. The camera is mostly tracking their moves until he gets to a ladder on a tree and tries to make a quick get away. As he's climbing, there is a close up of the tiger with an open mouth full of sharp teeth which reinforces fear. During the part of the scene there is a lot of continuity editing to keep the narrative going.

However when this chase is coming to an end, the editing is no longer invisible and the flashing from shot to shot is made very obvious which could add suspense.

As the tiger is just about to catch up with the man he is lying on a platform being represented as powerless and weak as he knows what is coming. Abbey then shows up holding a gun as we see from a long shot and takes shot at the tiger, after which he jumps straight over the male and disappears. This is edited into slow motion to add drama. At the end of all that the female is shown as a heroic figure who is not afraid to have a bit of an adventure and show her power, on the other hand the male is also shown as heroic as he diverted the tiger away from Abbey. So right now they are represented as quite equal.

The editing then cuts straight to a different scene in which the establishing shot is of all the previous characters walking up to one another. They are being tracked.

They then discuss what seems to be a very serious matter of the mysterious arm found whilst Abbey was digging and what they will do about it. There are a majority of men in this

scene and despite this fact Abbey still speaks up and has her say which represents her status or position and the fact that she, as a female, plays an important role in this whole situation. The menacing music then starts up again as they progress onto their next errand.

The last scene is set in a barn in which there is a smartly dressed woman confronting what looks to be a farmer about whether the sabretooth has anything to do with him. From her clothes and posture etc along we can say that she also plays an important role especially in this particular part it seems females have the upper hand.

However, this all changes very quickly as the man pulls out a gun and suddenly the power is shifted back to him. The camera goes to and from the woman the man displaying both of their emotions. There is also a close up of the 'illegal' dogs he's been breeding, this is in a slightly slow motion which makes it look foreboding.

The woman is showing great fear with both body language and facial expressions and seems like she's come to a dead end until the rest of the 'crew' from earlier show up and save the day. At this point the woman is laying on the floor of the barn where the light is shining only on her signifying her vulnerability and weak position compared to him.

Overall I think that in this short clip the males and females are presented as fairly equal. Although there are moments of weakness for both genders, the women are represented as strong, independent and intelligent figures through a variety of different techniques. Men are represented as heroic and helpful however at the same time weak and out of control through mise en scene, editing, sound and camera shots.

EAA 13

EG 12

T 7

(32)

## **Section B Music Industry 30/50**

The digital media technology of today is growing at a very fast rate and is continually developing in many different ways. This has many advantages on the media institutions and audiences.

There are developments of a lot more conglomerate companies which are very large scaled and either own or have control over a lot of music/media technology.

'Synergy' is also quite a new development which is the word used to describe when companies try to make more profits by putting more than one thing on the market for example Disney films are promoted through fast food deals, CDs and soundtracks and the selling of toys.

When returning to the music industry and the way different major's and indie's have an effect on what is bought and sold or even downloaded. EMI is a good case study/example. EMI are an industrial record company that is recognised globally. It is one of the four largest conglomerates in the world along with Universal, Warners and Sony. Their introduction of peer to peer things such as Bluetooth, USBs, memorycards, Youtube etc are making it much easier to access whatever kind of music you want. They say that illegal downloading from sites such as Kazaa, the biggest illegal music lender, and livewire are imposing a big threat to the profits of a lot of companies. Although they own 76% of the music industry the increase of this illegal downloading is jeopardising their income.

In 2006, iTunes made the purchase of a single (online) a mere 79p, however, this hasn't stopped people downloading for free both illegally and legally.

A good example to show how downloading has had an impact on institutions would be in 2006 Gnarles Barkley's 'Crazy' made it to number one purely based on the number of downloads. Another good example would be MySpace. Originally a social networking site,

it recently got taken over by the news corporation (who also own Sky) and has now become a music sharing/downloading site with over 88 million users.

The development of technology such as MP3s, iPods and the development from promoting vinyls to records to CDs and now to downloading/sharing through phones etc has also had an effect on institutions and audiences. People are more likely going to buy off the internet and transfer songs straight to their chosen device which going to effect record stores (such as HMV) a lot. It's actually shown that in the past few years, some record stores have lost a staggering 20% of sales every year, which I believe to be down to downloading mainly.

In conclusion, I believe that the growing development of digital technology in all areas is the reason why such profits are being lost and why no one really likes to own vinyls and records apart from the minority. Furthermore I believe that this technology will continue to grow and slowly take over the standard way of getting music etc.

EAA 12

EG 12

T 6

(30)

**Paper Total 62**