

G325 Section B (16/50)

Q8 Media and the Online Age

Examiner Comments

In relation to the mark scheme this candidate is assessed at level 1 for all three criteria. Explanation, analysis and argument is limited with partial clarity and a lack of conviction. Examples are narrow and the use of media terminology – which can either be theoretical language, institutional or technical – is absent. Simple ideas only are expressed and there are lapses in presentation. For example, the statement about Lord Reith initiating youtube access to BBC1 on portable devices is hard to credit. Generally the response shows little evidence of having taken a Media A2 course and thus the mark awarded is in the lowest marking band. Credit is given for the attempt to consistently address the question and whilst the content is inadequate there is at least a focus on the question of change which accounts for the marks being awarded at the higher end of level 1.

Candidate answer

"For media audiences, the internet has changed everything." Historical media was influenced by the people of that particular era and what they thought would benefit their current ability to use technology. Their means of receiving messages and news were newspapers and telegrams or people sending letters which satisfied their means of getting through to one another.

As technology progressed telephones were mobile and could be carried around with people to get through to one another. In 2010, mobiles consist of the internet, mp3, video, camera, email, youtube. From a mobile with no features technology advanced to a mobile with everything that it could not once hold. With the convergence of different technologies like the internet and phones, people have more practical means of communication.

Once the internet was introduced by Sir Alan Sugar it hit a record of millions and now everyone is not without the internet either on their phones or at home using laptops or PC's. With the invention of the BBC by Lord Reith, you are able to watch programmes from BBC1 on youtube on your phone.

The convergence of different mediums impacts how we communicate compared with how we used to. For media audiences anything is possible to look at although the internet and buy/receive practically anything from a handbag to receiving an email confirmation of payment.

The internet has transformed lives and most of what we do is motivated by the internet. Globalisation trading and interacting with people of different cultures and experiences is possible with Facebook and Ebay with the use of the internet. Advertising on the internet like Facebook groups influence media audiences and their views and opinions of what is going on around them.

As terminology is progressing, communication is becoming easier like the biggest search engine GOOGLE. Anything you need to see, hear or buy you can just google it. Anything is possible with the internet.

Age restrictions on films aren't as effective as they used to be because youtube allows any content to be published and children of any age are allowed to watch any type of content. Films like 'Baise moi' and 'eat me [undecipherable]' are extremely violent trailers but are published on the internet for audiences of any age.

Pornography is also free to watch without any restriction regarding age, this question whether or not the internet has a positive or negative effect on society and whether or not security should be more tight is of concern.

Different people use the internet for different purposes where many media audiences rely on the internet for everyday use and keep with news, politics etc.

The way in which we are fed information has become different to the way we used to inform ourselves. Digital boxes now have a play and rewind system as well as a recording facility. This allows us to watch or stop adverts so our sources of information is lead to the internet and to find out for ourselves which is the leading crisp or chocolate.

'We' media influences our opinions and thoughts which we can give on the internet. For example, forums and blogs enable us to send our views across the world for others, to then coincide with each other and start a debate.

This piece of software has influenced millions of people into doing normal things like going shopping and meeting people to giving messages, by shopping online and texting, emailing and dialling a phone call.

The increase in demand for consumers wanting more increases the development of technology, although the internet has changes media audiences means of communication further technological change will progress into something more advanced.

Reading newspapers books, buying shopping is all at the touch of an icon which opens a webpage of anything to desire to buy or watch. Hardware is working with software to crate a package of combination.

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