

G322 June 2010
Examiner's comments 80/100

Question 1 (43 marks)

The candidate has provided a sustained and balanced response to the question set. Throughout the response technical analysis is clearly linked to analysis of the construction of the representation of gender. This analysis is sustained and developed, focusing on gender stereotype rules through the characters' actions, for example, male displaying his leadership through bravery. The candidate also analyses the more unconventional role of the female character who takes control of the digger and who acts as a helper for the lead male. The candidate's confidence in analysis is evident in the exploration of the juxtaposed stereotypes used and how conventional/ unconventional representations these are. Other representations of female gender are explored in terms of control/ authority. A range of examples has been selected and used, e.g. last paragraph.

The candidate is technically accurate with analysis with occasional lapses, for example, the hand held shot in the third paragraph. There is a balance with the use of technical areas studied - editing and sound are sustained and developed in analysis- to meet a low mid Level 4 criteria; but are not in enough detail for a high end level 4 mark. Sound could be developed further for higher notional marks. Use of terminology is accurate and sustained. The candidate discriminates well with the choice of examples used.

Question 2 (37 marks)

The media area used for the response is magazines. In the introductory paragraph the candidate is not necessarily addressing the question set- but this does set up the response well. The candidate responds with excellent institutional knowledge and understanding, accompanied with good exemplification on Bauer and 'Q' magazine. The candidate provides a context to the size of Bauer as an institution. The significance of digital technology is explained by the candidate in relation to institution size and scale and this is exemplified in relation to the question

The response goes on to suggest what benefits digital initiatives have for the audience e.g. interactive content and opportunities for instantaneous feedback to fans as a recognized advantages over the published monthly. The response develops further by making a link between digital initiatives and synergies within the institution and the candidate shows a highly proficient ability to evaluate and analyse the significance of this for the publication – an example of meeting high Level 3 criteria for explanation/ analysis and argument.

Towards the end of the candidate's response there is evident discussion of iPads and what this means for the industry, an attempt by the candidate to consider possibilities for the future of magazine publications in contrast to more traditional fan/fanzine ties that magazines have – made possible by e-readers and downloadable magazines. Media terminology is mostly accurate.

This is a highly proficient level three response, which meets criteria very well across all three-assessment objectives

Total 80 marks

Candidate answer
G322 June 2010
Section A (43/50)

This extract is about a group of people who are looking for a sabertooth tiger but come across a buried body in the process. They are then interrupted by the sabretooth and a chase begins. They eventually lose it but begin to ponder about the dead body.

The extract opens with a two shot of a male and female. The male seems to be trying to console the female but it doesn't work and she leaves in an emotional state. The male turns towards his boss and the camera cut to a shallow focus shot of the boss telling him to "let her go, she's been through a lot." This tells us that he is in control as the male doesn't follow her. He is not typically dressed for a leader, wearing casual clothing, but he gives the order and the man obeys. This is also a typical representation as most leaders of groups are males. The male obviously cares for his female friend but has to obey his orders from the leader.

The camera then cuts to a forest scene where a close up of a male shows them to be setting up a trap to catch something. The close up shows them to be laying out meat so the thing they are trying to catch is carnivorous. A cut is then made to a woman driving a digger and digging a hole. This challenges conventions as women aren't usually seen as manual labourers nor doing what is commonly seen as a man's job. Another cut is then made to a hand that has been buried under the ground. A close up of the leader shows him realise this and he orders the female to stop. This again shows him to be in charge of the situation as she immediately stops for him. There is then a handheld shot of the forest and the non digetic sound of a roar as the sabretooth appears. He traps the man in the ditch so that he cannot get out. The female (rather than the stereotypical view of females is that they will scream and flee due to fear) attacks the sabretooth distracting it for long enough so that the man can escape. He then shows bravery (which is a stereotypical view of a male) trying to save the woman by drawing the sabretooth away from her. He does this effectively and then the fast paced editing begins during the chase. There is a high angle shot of the male as he is running showing him to be vulnerable. As he escapes onto the zip wire however, he is shown from a low angle which shows him as powerful as he is escaping.

There is then a cut to the female carrying a gun, showing her to have power. This extract shows this character to be the total opposite to what the stereotypical view of females is. She is dressed in a masculine way, drives machinery that usually only men would be seen in, and is able to shoot a weapon which not many woman are seen being able to do. She is also very brave and isn't afraid in the situation she is in.

The soundtrack during the chase is a fast-pace symbol tapping which slows down when it looks like it is about to be caught. It creates tension in the scene and makes the audience feel nervous for the male character.

There is then a cut to the leader back at the burial scene showing him to be unafraid of the Sabretooth returning as well as being unafraid to get his hands dirty in order to find things out. This is conventional as the female did not go into the hole and instead stayed in the digger where it was clean.

A cut is then made as the camera zooms out on the group waling towards the grave.

There is now a man in a suit which shows him to have authority of some sort and that he is not part of the team as they are dressed casually. The group consult about the grave before the well dressed man states that a man called "West" may be taking the blame for something that he hasn't done. The group look to their leader for orders before he tells them to go.

The scene then cuts to a well dressed woman, who is telling a man (West) about how is going to take the blame for a 'lion'. The fact that she is well dressed and giving commands

shows her to be the total opposite to the other female character in the extract. She is dressed more like a female is usually seen to be and therefore is likely to have a totally different role.

The woman is in control telling the man if he doesn't do as she tells him, she will report him anyway. It is therefore a lose/lose situation for West. This also shows the woman to be using her brain to threaten the man and he cannot fight back mentally.

The constant shot/reverse shot between the two however show West to be like an animal being cornered in that the only way out is through violence. He states that he "wont be pushed around anymore" and quickly pulls a shotgun on the woman. Close ups of her face reveal sheer panic and she fears for her life. She states how they both know he is "not a violent man" before he shoots the floor to prove her wrong.

Help soon arrives however as the tense music is lifted. The first female becomes stereotypical and her motherly instincts kick in and asks if the woman is okay. The female then goes from fearing for her life to quickly putting the man down again, saying that they "should of shot him. This is my best coat."

The extract shows us that the female brain and the power of thought always seems to prevail over violence from males. The female was attempting to frame the man as she is seen walking away as the man is questioned at gunpoint.

EAA 17

EG 17

T 9

(43)

Section B (37/50)

The continuing development of digital media technology has a huge significance on media institutions and audiences. The magazine industry is constantly changing and adapting in order to please the audiences views. For instance, the view that print media is in decline could be agreed and disagreed with the older generation would disagree as they believe magazines are still the most effective media form. However, the younger generation would believe that is in decline and have found different platforms in which to obtain knowledge of the music industry.

Take for example Bauer, a german based production company which owns a large portfolio of magazines. It covers a wide range of genres which each suit their own niche market e.g. Q magazine for music, Empire for films etc. Not only does Bauer have a portfolio of magazines but everyday over 10 million people listen to a Bauer media owned radio station. Bauer took over from EMAP in 2008 and has become the leading publisher in Europe.

One of the magazines that is part of Bauer's portfolio is Q magazine. Q is a multi platform brand. It has its own radio, tv channel, website and awards ceremony. Q aims its reader profile at people aged 30+ with a disposable income and intense interest in the music industry. This means that Q is keeping up to date by allowing their readers not only to become consumers of their magazine but also prosumers by giving them an opportunity to give their input online. The invention of the web is mostly becoming more popular with the younger generation as it allows them to become active rather than just passive and shaping what they are given. The magazine offers the reader the chance to become an active with such things as "cash for questions", however, online features such as videos and hyperlinks allow the audience to comment and show their interests in seconds rather than waiting for next month's issue to be released. This point links in with the fact that the webpage can be updated instantly rather than waiting for the next month, making the webpage a much more up to date medium.

Q also helps link the link between the magazine industry and the actual music industry. It offers music artists the chance to be promoted through the brand. For example, April 2010 edition had Lady GaGa on the front cover. This showed Q to be not only realising her recent success at the BRIT awards but cashing in on her success by offering her an article about her career so far, as well as branding her as this generations answer to Madonna. This not only promotes Lady GaGa as an artist but keeps Q on top of the music industry and in giving Lady GaGa an identity that is globally known.

The main source of revenue is through advertising with advertising willing to pay excessive amounts in order to get their product in the magazine. Q choose to place adverts they believe will appeal to their reader and discard ones which don't fit their reader profile. Not only are products such as 'VO5' and 'Jack Daniels' advertised they also choose to advertise albums that have been released. This keeps the deal 'sweet' between magazine and music producers. E.g. April 2010 edition of Q had Parlophone's "Gorilaz: plastic beach" album on the back page of the magazine. Magazines provide an effective way for albums to be promoted, whether it be the magazine itself or through another part of the brand such as TV or online.

A huge part of modern technology that is set to change the way we consume media is the iPad. The iPad is seen as the best way to consume media on the go. It may even begin the start of the decline of printed media. However there may be something else in 5-10 years that changes things again and is even better than the iPad. For now however, the iPad is seen as the future.

Fanzines also change how music is viewed. The consumer is allowed to become a prosumer by allowing them to give opinionated non printable reviews of their chosen subject or item. Again fanzines can be profitable with revenue only coming from advertisement and not from consumers as producers of fanzines make their products free. The main significance of modern technology is that it will constantly make magazines change themselves and better themselves as there is lots of competition from older publishers.

EAA 15

EG 15

T 7

(37)

Total 80