



language headmaster & farmer strong deep accent. Headmaster well spoken farmer angry simple words. Farther figure Paul quick to show emotions worry (crash) anger only 16 son does sweeping by job bossed around Paul follows older man at start old hat only younger character notices problem with Amy driving & first to crash. Mood change with music everyone busy all male. Sid music deep as Amy leaves. mise en scene music costume language shows old & young camera picks out Stern at work expressive drinks brandy old wood paneling in house land rover & van cars

1

The mise-en-scene of the shown playing the older generation helps us to determine age of the characters. Mise-en-scene is the combination of clothing/costume, setting, language and the way they are shown on camera to build an image of the character. The headmaster is smartly dressed in a jacket and V-neck jumper covering a shirt and tie. This shows he is well off and this style suggests he is middle class. He drives an estate car which also means he wants a plain car for transport rather than to show off. His language and posture shows an authority

which comes with age. His manners while speaking to a younger person shows he has power. The girl Sam is at the opposite end of the spectrum. She is shown as a timid character by the angle of the camera and close up facial expressions of worry. We know she is young because she is wearing fashionable clothes instead of working clothes.

Camera shots are used to show different situations and to show character relationships and feeling. The establishing shot shows a country setting and the next shot shows character. In the foreground we see Paul and another character in a shabby hat and in the background we see other middle aged working class character all similarly dressed. This long shot shows the community at work and shows the close relationship of all the men. The men are all similarly dressed showing they are all within the same age range.

A midshot of Amy and Paul's son show their relationship and age similarity. We are close enough to see that Paul's son is also wearing working clothes but a more presentable T shirt and jacket. Amy is <sup>not</sup> wearing working clothes. A mid shot allows us to see emotion and also shows body language. Amy is tense and wants to tell Paul's son something but is cut short by Paul. Amy's speech tells the audience she is worried about telling Paul's son but trusts him.

Close up shots are used to show a

characters emotion. With close ups small facial expressions and mood changes can be picked up. We see Amys face while she is desperately trying to remember how to drive a car. We are unaware that she is only 16 but we get a glimpse that she is worried.

Close ups allow us also to determine age. A solid expression and deep concentration wrinkles on characters show us age whereas frightened worried expressions show youth.

There is smooth editing throughout the sequence or it would detract from our ability to enjoy the sequence as a whole. Without smooth editing we are unable to be immersed into the story and are less likely to believe exotic story lines. Instead of editing cuts to show change of scene sound is used. Social folk music is played when there is an up tempo scene where everyone is at work but this quickly changes to a sombre low key piece when Amy is running away. The change of pitch and tempo sets the mood and our stance on the scene.

Monarch of the Glen is a soap. We know this because there are lots of stereotypical characters in a soap. It also has a slow paced storyline with lots of different stories running at the same time. In soaps there is a theme of realism which allows us to relate it to real life. Soaps have happy and sad stories running coherently which allows the quick mood changes to be perfectly acceptable. Soaps also have characters we make relationships with. In this case

2 Amy is seen as the innocent character even though she has left school without permission.

Amy is a vulnerable character which allows us to take pity on her. We are unable to take pity on a ruthless & heartless character.

~~Amy~~ Paul's conversation with Amy while he is shouting is shown from two angles. The first from above: Paul's perspective, shows ~~the~~ the vulnerability of young Amy. The second: from below, looking up at Paul shows Paul's power over Amy. Paul's power is because of age, he has an age advantage which he holds as responsibility.

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billboards

little bit

2 Rockstar have made Grand Theft Auto IV specifically to target the widest range of audience and have therefore ~~have~~ produced and distributed it in as many ways as possible.

Rockstar have changed the way games

are distributed, sold and played by the way they have made GTA IV. Firstly the simultaneous release of GTA IV on both rival PS3 and Xbox 360 meant they reached the largest audience possible. This means Rockstar get maximum sales first day. The game was not only released on both consoles but simultaneously around the world which meant that everyone could get it while they were still interested in it.

GTA IV is the ninth in the sandbox game type series evolving from its predecessors GTA and GTA 2 which were in birds eye view. This newest game is as realistic as possible converging across different medias using CGI (computer graphic imaging) and long cut scenes to enhance the gamers experience and involvement in the game. Games are produced with the consumer in mind. Using CGI and long cut scenes establishes the main character Nico Bellet and creates a relationship between the player and character.

GTA IV has been rated as an 18 years plus game by the BBFC and other game raters. This causes moral panic among a group of people who are opposed to video game violence as it suggests that anti-social content within games and other media forms erodes the difference between reality and fiction within developing brains. There has been incidences where attacks have been committed under the influence of GTA games. Ryan Chinnery attacked 3

Women while reenacting a sequence from the game. This leads to worries about the effects of violence.

Although GTA is an 18 there are no real attempts by producers to stop people younger than 18 playing the game. Shops do not sell the game without I.D. being shown but parents or friends can easily purchase the game for others. This leads to arguments against companies such as Rockstar making games like this. But games such as GTA make huge profits and are valuable to keeping products afloat.

The gap between programmers and consumers is getting smaller. More and more often games are able to be modified by the consumer. This is an added incentive for consumers to buy games. This goes as far as modified maps and locations are able to be reported and exported by other users on the Microsoft Xbox network in particular. This changes the way designers make games because they know that the new age of consumers want to add their own part of the game in. Advertisers now show how the game may be modded.

As well as modding abilities new games have exclusive content depending on the console you buy it on. Microsoft and Rockstar have signed contracts to allow Microsoft users exclusive content about GTA IV. Users signed up to Microsoft's Xbox live; which costs £40 a year, are able to download these modding tools as well as extra

content such as characters and missions made by Rockstar. With this new online availability players can fight against others or get involved in role playing games ~~in~~ this increases a game's potential and thus popularity.

Because of Rockstar's contract with Microsoft they have additional revenue streams. Rockstar licence their product to businesses which make mugs, shirts and other merchandise which Rockstar takes a share of the profit. With these extra revenue streams ~~the~~ the game becomes more popular and Rockstar are more likely to make a profit. Rockstar also have a contract with Amazon.com which allows players to download songs from the game's radio stations from Amazon. This creates more revenue streams.

Rockstar have advertised GTA ~~is~~ much more than any other game has been advertised. They have advertised on TV, billboards, busses, game shops and the new form on the internet. This advertising convergence and synergy has allowed Rockstar to attract the attention of the biggest audience possible. Teenagers are the biggest audience games need to reach because they have the largest disposable income and play games the most. Rockstar have had hit this audience by advertising on places such as MSN which is one of the most popular sites on the internet. ~~The~~ the instant message service is ~~is~~ used by hundreds of thousands of teenagers every day.

and advertisement on MSN will ensure everyone sees the product. At the moment most video games need the internet to reach their full potential. Advertising on the internet shows audiences that the game has new capabilities.

Games are mostly ~~sent~~ sold through shops but are now being sold via internet shopping. This new way of shopping ~~also~~ allows fans the ability of pre-ordering products to be sent ~~to~~ to their door on release day and more and more people are choosing this method. The games are sold for the full price and prevents people buying the game later for a lower price.

Very new games can also be bought on the internet and downloaded via products such as Steam. Steam allows the game to be saved to the PC without a disc and is a fast way of buying a game.

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**Exemplar Scripts – Examiners comment on candidate performance,  
January 2009 G322 Key Media Concepts – Television Drama.**

**Candidate A, Question 1**

The candidate begins the response well by addressing the concept of mise en scène and this is linked to the representation of age:

*“The headmaster is smartly dressed in a jacket and v-neck jumper covering a shirt and tie. This shows he is well off and this style suggests he is middle class” (P2) this is followed by the passage “The establishing shot shows a country setting and the next shot shows character. In the foreground we see Paul and another character in a shabby hat and in the background we see another middle aged working class character.” The candidate then moves on to explain that this long shot shows the community at work and shows the close relationship of all the men. “The men are all similarly dressed showing they are all within the same age range.” (P3)*

These developed initial comments reveal how the candidate has used the technical aspects of camera work to represent age within the extract and exemplified how the ‘working’ men are all of middle age. The candidate continues by analysing the following:

*“ A mid shot of Amy and Paul’s son show their relationship and age similarity. We are close enough to see that Paul’s son is also wearing working clothes, but a more presentable T-short and jacket. Amy is not wearing working clothes. A mid shot allows us to see emotion and body language. Amy is tense and wants to tell Paul’s son something, but is cut short by Paul. Amy’s speech tells the audience she is worried about telling Paul’s son.” (P3)*

This exemplification of the extract's mise en scène represents the candidate's examination of the text in relation to age and character, as does the following passage on page 4:

*“Close ups allow us also to determine age. A solid expression and deep concentration wrinkles on characters show us age whereas frightened worried expressions show youth” (P4)*

The comment on ‘smooth editing’ is a use of terminology, which needs developing by the candidate and shows an area for development in the candidate's answer, in this case it is acceptable that the candidate implies continuous editing.

Further, the candidate attempts to draw out the issue of the use of sound in the representation of age, considering the multifaceted use of sound in the extract:

*“Jovial folk music is played when there is an up-tempo scene where everybody is at work, but this quickly changes to a sombre low key piece*

*when Amy is running away. The change of pitch and tempo sets the mood and our stance on the scene.” (P4)*

The answer just covers all technical aspects and is clear and sustained in its response as a discussion of the representation of age. The candidate has clearly compared and contrasted the two broad social groups in terms of age. This is a good strategy to use in answering this question. There is accurate use of terminology, despite occasional lapses and the candidate has selected examples appropriate to address the question set.

**Explanation/analysis/argument – High Level 3**

**Use of examples – High Level 3**

**Use of terminology – High Level 3**

**Candidate A, Question 2**

The response is on the video game industry. Rockstar is identified as the production company and the exemplified case study is Grand Theft Auto IV. The candidate's response begins well and on page 6 understands that the video game as a product was released through rival companies on rival platforms:

*“The simultaneous release of GTA IV on both rival PS3 and Xbox 360 meant they reached the largest possible audience.” (P6)*

The candidate then explores the function and features of this genre and the game is recognised as a sequel:

*“This newest game is as realistic as possible converging across different medias using CGI and long cut scenes to enhance the gamers experience and involvement... Games are produced with the consumer in mind.” (P6)*

The candidate's persuasive argument also recognises the role that certification plays in the distribution and sale of the game and explores and explains the role of the BBFC, which is evaluated:

*“(this)...suggests that anti-social content within games and other media erodes the difference between reality and fiction.” (P6)*

The candidate's answer is developed further, in discussion about the function of **consumer interactivity**:

*“...games are more able to be modified by the consumer. This is an added incentive for consumers to buy games.” (P7) Again the candidate adds more detailed explanation to the points being made “This goes as far as modified maps and location are able to be imported and exported by other users on the Microsoft X-Box network, in particular.” (P7)*

This point is then followed by a connecting paragraph which discusses the institutional relationship between the game and the wider area:

*“... new games have exclusive content depending on the console you buy it and Microsoft and Rockstar have signed contracts to allow Microsoft users exclusive content about GTA IV.” (P7) And this is further represented by the point “Users signed up to Microsoft’s X-box live, which costs £40 a year, are able to download these modding tools as well as extra content such as characters and mission.” (P7-8).*

This is an extremely good point as the candidate establishes the link in the media area (Video games) between the game’s maker, Rockstar and the digital platform it is played on, Microsoft’s X-Box. The candidate’s knowledge and understanding is embedded with the use of facts and knowledge of the game's technical capacities, which sets the standard for detailed and informed explanation and analysis.

This institutional understanding is extended when the candidate argues:

*“Because of Rockstar’s contract with Microsoft they have additional revenue streams. Rockstar license the product to businesses which make, mugs, shirts and other merchandise, which Rockstar takes a share of the profit.” (P8).*

This identification with **synergistic practices** within the video games industry is an excellent point, as the candidate provides a consistent and sustained argument- *“advertising convergence and synergy has allowed Rockstar to attract the attention of the biggest audience possible.” (P8)* This is linked to exploitation of MSN messenger as a targeted arena that gamers use.

The answer is detailed and sustained argument, demonstrates highly proficient exemplification and good use of appropriate terminology.

**Explanation/analysis/argument – Low Level 4**

**Use of examples – Low Level 4**

**Use of terminology – Low Level 4**

**This candidate’s combination of levels achieved have managed to meet the raw mark for an A grade for this paper.**