



Media Studies

AS Level

Media Studies

Unit G322

Exemplar Candidate Work
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G322 QUESTION 1: EXEMPLAR 1

Answer the question below, with detailed reference to specific examples, from the extract only.

Extract: **Treme, Season 1, Episode 6**, directed by Brad Anderson.

Discuss the ways the extract constructs the representation of **ethnicity** using the following:

- Camera shots, angles, movement and composition
- Editing
- Sound
- Mise-en-Scène.

(50)

Level 4 response

In the history of TV Dramas, ethnicity has been portrayed in a number of ways. As suggested by Akinti (2003), ethnic minorities are often portrayed negatively without sufficient coverage of the livelihood and positive cultural aspects to ethnic minorities lives in the media. However, as *Treme* shows, this is not always the case, as demonstrated through the camerawork, mise-en-scene, editing and soundtrack used by Anderson.

As shown through the mise-en-scene in the extract, the characters who would usually be attributed to the cause of crime and societal issues (that is to say the stereotypical view of black people in the media) are not linked to crime. In fact, the use of a trumpet and the materials being used to make into clothes at the end of the clip, highlights how the black people in this extract are portrayed as civilised, peaceful people who have no links to crime. In sharp contrast, the white Americans sat in the living room of a high class and high status house are shown to be smoking and drinking cocktails which leads the audience to view them as more criminalised and ambiguous than the ethnic minorities. On top of this when comparing the homes of the various characters we can conclude that the white people are richer and more sophisticated than the black people when comparing it to the poorer community they are shown to be living in. This is furthered when contrasting the clothing of each ethnic group. The white people are demonstrated as wearing expensive clothing and jewellery whereas the black men are wearing fairly scruffy and less expensive clothing. In some aspects this conforms to the conventional view that white people are in better paid jobs and consequently live more upper class lives.

Brad Andersen also uses sounds in the extract to generate a view that the black 'ethnic minority' is less sophisticated than the white people. Through the use of dialogue such as "It's a contradiction in terms", the perspective of the white people appears to be that they are well educated. This is also furthered and shown by the fact that the Doctor, who says "You need to lose 200 pounds" is likewise white and in a high paid job. In contrast the black men at the beginning, and similarly the couple at the end of the extract, are constructed by Andersen to have culturally alternate lives to the white people. This is shown by diegetic colloquialisms and the accent and tone of which they speak in. Moreover when one of the white ladies says, "You don't have to sell marijuana to get revenue", it becomes apparent that white people are linked to high-profile crimes. This conforms to the view that crimes committed by white people are usually to a larger scale than the petty crimes attributed to ethnic minorities.

Camerawork is also used in the extract to construct the representation of ethnicity. When introducing the hospital clinic, a pan is used to establish the setting. As a result of this pan, it becomes clear that the majority of people in the waiting room are black or of a different culture to the American majority, this symbolises how the ethnic minority are reliant upon well-educated white people to care for them. However, contradicting this construction, long shots are used at the end of the extract to show the black couple making clothes – it then becomes apparent that this is being done to raise money for other people, hence implying that help is provided by ethnic minorities,

consequently opposing the stereotypical views of society – furthermore the establishing shot at the beginning of the extract generates a view that this neighbourhood is run down and poor – two black people are then shown, in the background, to be walking along a path. This leads a viewer to presume they live there, and, as an implication, this establishing extreme long shot represents ethnic minorities to be living in squalid and poor conditions. For this reason, some would argue that they are portrayed as a burden on society as a result.

Finally editing is used by Andersen to construct representations of ethnicity. The use of cross cutting throughout the whole extract allows a viewer to compare the lives and culture of different ethnicities. For instance, we can compare the squalid conditions black people are shown to live in at the beginning to the more sophisticated upper class conditions of white people that follow the first scene and this starts constructing representations of a difference in class, status and wealth. But, cutting from a long shot of the white women in the restaurant to an extreme long shot and then to a close-up of the woman's face clearly shows how she is frustrated with having to work. Then later cutting this to a shot-reverse shot scene of the two black people making clothes with no such expression of frustration demonstrates how perhaps black ethnic groups work harder and are more committed to work than white ethnic groups and hence, in many aspects being a counter-type to usual perspectives.

In summary, it is therefore apparent that the view of Akinti, previously referenced, is conformed and opposed to, in this media extract. Ethnic divisions are apparent in this extract, such as the separation in wealth of one ethnic group to another, and the dependency of one upon the other, yet the negative views usually attributed to ethnic minorities are not clearly expressed in this extract. In fact, in some aspects the audience feels pity for the ethnic minorities, hence showing the construction of counter typical views.

See pages 11-12 to see the full Mark Scheme for G322 Question 1.

COMMENTARY

The candidate starts with a contextual introduction to the TV drama which is clear and concise. The response then focuses on the mise-en-scène of the extract, the most typical way in which a response begins. The candidate uses the technical features of the extract to exemplify an analysis of ethnicity, for example, in discussion of key objects and clothing in the second paragraph. This is then argued to be a cultural asset of Afro-American culture. The candidate's response swiftly moves onto comparison between different ethnic groups using juxtaposition through iconography (as indicated in the second paragraph) and then setting (as discussed in the later paragraphs; and in detail).

The response then uses sound as a technical feature to compare and contrast differences in ethnicity. What is detailed in this response is the reference to the use of characters' dialogue and examples of diegetic sound within the clip, although the response does not cover the use of music in much detail. Editing is the technical aspect which is typically under used by candidates on the whole, but this technical aspect of the TV drama has been addressed well in this particular script. The candidate discusses cross cutting and the use of shot reverse shot. What is excellent about the analysis of editing in this extract is the discussion of how representation is constructed through shot sequences and how this establishes the representation of ethnicity. The candidate clearly summarises the representation of different social groups in this level four response, which is detailed and sustained in argument with a full range of examples used.

Summary: An excellent response with a clear understanding of representation consistently linked to technical knowledge. Music is not covered, but there is evident a good discussion of dialogue.

G322 QUESTION 1: EXEMPLAR 2

Answer the question below, with detailed reference to specific examples, from the extract only.

Extract: **Treme, Season 1, Episode 6**, directed by Brad Anderson.

Discuss the ways the extract constructs the representation of **ethnicity** using the following:

- Camera shots, angles, movement and composition
- Editing
- Sound
- Mise-en-Scène.

(50)

Level 3 response

There is an obvious difference in ethnicities in this clip. We are introduced to the two different ethnic groups through panning shots of their location: a caravan park for the black people and a grand household for the white people. As the scene opens with a conversation between two poor black men, we are given a sense of their cramped conditions by the use of over the shoulder shots, and by using this technique the viewer is given a clear perspective of the small location of the men as it highlights their close proximity to each other. On the other hand in the second scene the conversation between the light skinned characters is shot almost entirely using dual shots, therefore we get an insight into their grand location and can see that they are relaxed and spread out across sofas and chairs in a large and decorative room. From the camerawork we can infer that black people are being represented as poor in contrast to the white people who are much more well off.

Secondly the content of the characters' dialogue is very revealing and helps to highlight a clear contrast between the black and white characters. Although all characters have the New Orleans accent, the white people appear to have a much more formal dialect, using language such as "compelled" and "issues" along with the naming strategy "darling" and joking about the gambling game 'Black Jack'. This illustrates that they are posh and well off in contrast to the dark skinned characters who, although they speak in more colloquial terms using phrases such as 'wooo', their dialogue often contains much less carefree subjects, focussing on racial issues, hospital visits and depression. This highlights the working class status of this race in comparison to the relaxed carefree lives of the upper class white people. The black people's scenes are also often accompanied by a saxophone soundtrack playing soft rhythm and blues style jazz music that gives the scenes a soft and sad climate.

Mise-en-scène is another vitally important element when navigating between the two ethnic groups represented in this clip. The location of the white people is a grand house with ornate furniture, their costumes include sunglasses and bright clothing ranging from green to pink and their props include glasses of martinis and cigarettes. This is all clearly an upper class environment. This juxtaposes with the workshop location of the two black characters at the end of the clip. They sit at a wooden table and their props are made up of fabric and scissors, their hair and make-up is kept simple and natural and their costumes are plain clothing in pale blue and browns. This is clearly a lower class representation of black people.

Finally an editing technique used is that the black characters always seem to be shot in low-key lighting, often with shadows cast over their faces whereas the white characters are in a bright and well lit room. This suggests that the black characters live in a much harder and oppressed lifestyle in comparison to the white people who have freedom and clarity.

See pages 11-12 to see the full Mark Scheme for G322 Question 1.

COMMENTARY

The candidate begins the response well immediately analysing the extract through the use of setting as a part of the mise-en-scène. This analysis is wordy and the candidate takes time to summarise the characteristics of the setting in relation to the Afro-American social group. The response is developed next in relation to sound and dialogue and the candidate uses lots of key spoken words to demonstrate how dialogue and accents (in particular) reveal differences in characters status – through elaborated and restricted speech codes (third paragraph). Like many candidates within this exam session, ethnicity is tied with socio-economic status and this is used to the candidate's advantage to demonstrate the differences of each ethnic group. There is further mention of the use of diegetic music but this analysis needs developing further to explain why this diegetic jazz music is being used in construction of the representation of ethnicity.

The second half of the candidate's response offers highly proficient and developed analysis of mise-en-scène with evident detail explaining the status of ethnic groups. This could be developed further in contrast to the white American middle class setting. In the final part of the response the candidate addresses the technical feature of editing, however this is confused and erroneous as they discuss lighting rather than the specifics of editing. A small amount of credit would be generated through the implied understanding of cross cutting in the candidate's response here – although editing on the whole has been omitted in analysis.

Summary: This is a proficient response, but requires development for a level four response. The candidate's essay ends abruptly and the paragraph on editing is actually about lighting. Nonetheless there is enough evidence in analysis here to warrant a level three mark.

G322 QUESTION 1: EXEMPLAR 3

Answer the question below, with detailed reference to specific examples, from the extract only.

Extract: **Treme, Season 1, Episode 6**, directed by Brad Anderson.

Discuss the ways the extract constructs the representation of **ethnicity** using the following:

- Camera shots, angles, movement and composition
- Editing
- Sound
- Mise-en-Scène.

(50)

Level 2 response

I am looking at how ethnicity is represented in the TV series Treme. I am looking at an extract from season 1, episode 6.

In this extract the first thing we can see is an establishing shot of a trailer park which looks a bit run down and not overly pleasant. While we look at this this, we can hear the diegetic sound of a trombone and also the wind, both of these convey a sense of loneliness and depression. We then see inside the caravan where we see a Mexican man playing a trombone and his black American friend. I believe the trailer belongs to the Mexican musician but this shot has poor lighting meaning that the scene is very dark, due to them only using natural lighting which helps represent the characters emotional state of depression. And also the dark caravan makes us think that they are poor.

Our suspicion about them being depressed is confirmed later in the extract when the two of them visit the Doctor who says the Mexican is depressed and while his friend replies that he is too. Also in the scene they use little lighting to help convey the characters emotions.

Within the extract there is a scene where we see a white family sat together drinking. This scene starts off with an establishing shot of the room they're in showing that the room is big with what looks like expensive things in it which shows us that the white family are upper class and above the two men we met at the start of the extract. Within the scene they use natural lighting but in this scene there is more of it, so the bright light also helps show off how rich they are. However, here there are also shown two family members of the cast are shown. I think this is to show how the other two dislike these family members and how they are disappointed with them. Also the clothing worn by the boy's parents are smart and nice, which shows they are upper class. When you compare these to the clothes worn by other people in the extract who wear clothes they seem cheaper and very basic. We also see here the use of shot reverse shot. Also from the conversation had in this scene we see how the parents are displeased with their son's choices and seem like they won't support him which contrasts with the way the other people act as they all seem to help each other and support each other.

So far in this extract we have got the impression that the people of ethnic background are poorer and more depressed however they care more for each other than the family who are white and who seem rich and stuck up.

The next scene we see is of a white woman entering a big house. The camera gives us shots as she walks through rooms, eventually it gives us one establishing zoomed out shot of a big white room, again full of expensive things giving the impression that white people are richer and better off than the ethnic.

However at the next scene at the hospital we meet a female doctor who I believe was Asian. This plays with the stereotype that Asian people are smart but she cares about people unlike the white people. Also as the shot changed

from the woman in the house to the hospital the scenes almost faded into each other showing that time has passed between the two scenes. Or possibly it shows how the emotions of the white woman are the same as the two ethnic men. The fade almost gives the impression that they are equals.

The Asian doctor challenges the idea that has been throughout this extract which is that ethnic people are lower class and not as smart as the white people and she shows a change to this idea as she has the positive attributes of both white and ethnic people. This is similar with the white woman drinking Martinis at the big house, whose name I believe is "Mimi"- she contrasts this idea that white people are better as she is more relaxed and she seems to care about the boy and support his ideas, however she does not seem so smart. Also the clothes she wears seem cheap but they show her trying to look rich like the others.

The final scene in the extract is of an ethnic couple working in the dark. Again we start with an establishing shot of the dark room which appears to be filled with material that is being manufactured by them. This conveys a sense that these people are working class. Here we also hear diegetic jazz music which conveys the feeling of loneliness and depression.

In conclusion within the extract we see that white people seem to be upper class and above the ethnic people in terms of social standing and how rich they are and elegance. However people such as the doctor and the woman Mimi challenge this idea as they don't fit the stereotype.

See pages 11-12 to see the full Mark Scheme for G322 Question 1.

COMMENTARY

This is a sound response in analysis of the extract using the setting or place which is signified by the establishing shot. This analysis is linked to ethnicity and socio-economic status in a basic way (second paragraph). In contrast the candidate then analyses the scene with the white middle class American family, which is lucid in analysis and there is also a basic attempt to engage with ethnicity (more focus on class) and the analysis appears generic rather than specific. There is some recognition of editing as a technique, but limited to a comment on shot reverse shot and there is the use of the term fade to describe an editing transition when none actually takes place. At times the use of terminology is inaccurate, for example the use of the term establishing shot to describe the interior shot of the female character in the dining hall/ restaurant.

Summary: This is a level 2 response. There is evident a basic understanding of representation, with some technical knowledge. The response is descriptive in places and some basic and at times inaccurate application of terminology.

MARK SCHEME

Question	Expected Answers	Marks
1	<p>Level 4</p> <p>Explanation/analysis/argument (16-20 marks)</p> <ul style="list-style-type: none"> Shows excellent understanding of the task Excellent understanding of the way that technical aspects are used to construct the extract's representations Clearly relevant to set question <p>Use of examples (16-20 marks)</p> <ul style="list-style-type: none"> Offers frequent textual analysis from the extract – award marks to reflect the range and appropriateness of examples Offers a full range of examples from each technical area Offers examples which are clearly relevant to the set question <p>Use of terminology (8-10 marks)</p> <ul style="list-style-type: none"> Use of terminology is relevant and accurate <p>Complex issues have been expressed clearly and fluently. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.</p>	50

Question	Expected Answers	Marks
1	<p>Level 3</p> <p>Explanation/analysis/argument (12-15 marks)</p> <ul style="list-style-type: none"> Shows proficient understanding of the task Proficient understanding of the way that technical aspects are used to construct the extract's representations Mostly relevant to set question <p>Use of examples (12-15 marks)</p> <ul style="list-style-type: none"> Offers consistent textual evidence from the extract Offers a range of examples (at least three technical areas covered) Offers examples which are mostly relevant to the set question <p>Use of terminology (8-10 marks)</p> <ul style="list-style-type: none"> Use of terminology is mostly accurate <p>Relatively straightforward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.</p>	

MARK SCHEME AND ADDITIONAL GUIDANCE

Question	Expected Answers	Marks
1	<p>Level 2</p> <p>Explanation/analysis/argument (11-18 marks)</p> <ul style="list-style-type: none"> Shows basic understanding of the task Basic understanding of the way that technical aspects are used to construct the extract's representations Some relevance to set question <p>Use of examples (8-11 marks)</p> <ul style="list-style-type: none"> Offers some textual evidence from the extract Offers a partial range of examples (at least two technical areas covered) Offers examples with some relevance to the set question <p>Use of terminology (4-5 marks)</p> <ul style="list-style-type: none"> Some terminology used, although there may be some inaccuracies <p>Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p>	50

Question	Expected Answers	Marks
1	<p>Level 1</p> <p>Explanation/analysis/argument (0-7 marks)</p> <ul style="list-style-type: none"> Shows minimal understanding of the task Minimal understanding of the way that technical aspects are used to construct the extract's representations Of minimal relevance to set question or a very brief response <p>Use of examples (0-7 marks)</p> <ul style="list-style-type: none"> Offers minimal textual evidence from the extract Offers examples of minimal relevance to the set question <p>Use of terminology (0-3 marks)</p> <ul style="list-style-type: none"> Minimal or frequently inaccurate use of appropriate terminology <p>Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar, which will be noticeable and intrusive. Writing may also lack legibility.</p>	

G322 QUESTION 2: EXEMPLAR 1 (MAGAZINES)

To what does media ownership have an impact on the successful distribution of media products in the media area that you have studied?

Candidates must choose to focus on one of the following media areas. You may also refer to other media in your answer:

- Film
- Music
- Newspapers
- Radio
- Magazines
- Video games.

[50]

Level 4 response

In the magazine industry media ownership is in the form of an oligopoly where a few companies own all the magazines in the market. This allows for vertical integration and these companies have a large amount of money to invest in 360 branding and in reaching the advertisers and consumers.

The magazine industry in the UK is dominated by IPC Media, Bauer, Hearst and Conde Nast who all operate in an oligopoly, buying up smaller companies, such as Bauer buying up FHM, to maintain power. This means these companies are in close competition all the time as new media is used to create brand extension. If one company does it, they must all do it to create revenue.

For example, with the advent of the iPad in 2010 and smartphones, apps and websites were created, on which content was viewed. These apps allowed for things that magazines could not, such as swiping, zooming and 360 degree shots of pictures. Although ABC figures now include both online and print figures, it is clear that people are still buying print more often. In 2012, 88% of magazine readers preferred print to online magazines.

Brand extension is used by the magazine companies to create 360 branding and brand loyalty in the consumer, so they are more likely to buy these magazines regularly rather than as a one-off. A good example of this is Men's Health owned by Hearst which has a circulation of 200,156 and is the most popular men's magazine on the market. Men's Health uses brand extension by creating online content that is supplementary and different to the print content. Print feeds into online and online feeds into print. Men's Health also has an annual event, 'Survival of the fittest', app, cook books, work out videos, forums and auditions to be on the cover of the magazine. The same is true of Bauer's Kerrang! which, unlike Men's Health, is marketed at a niche market of alternative rock fans. Kerrang! has a radio station, a TV channel, festival, website and magazine to create brand extension.

Magazines like Men's Health are not just selling the product to the consumer, they also gain revenue through advertising. In Men's Health there are 182 pages, 42 of which are adverts marketed at a target audience. Men's Health target audience are AB males and aspirers. This means the readers are successful and the magazine reflects this with its high quality, glossy pages and high price tag of £3.99. Men's Health reaches more AB males than Esquire and GQ – these 2 magazines combined have 33% of their readers as AB males. This means that other companies with the same target audience would benefit from advertising in their magazine. Most adverts in Men's Health are for watches, a symbol of success, as well as self-care products for men. In Kerrang! adverts are for rock albums and 'emo' style clothing.

Why do companies such as Hearst own 22 websites and 27 magazines? This is because print magazines offer a permanence and physicality that online content cannot, as it is throwaway media. Online content provides interactivity and forums create comradeship in the audience. Each attends to the different needs according to the hierarchy of needs. Internet presence creates identity in the audience and print provides information and updates in the specific area of the magazine.

Large companies such as Hearst who own many magazines can use synergy to advertise and gain readership. Men's Health advertised in Cosmopolitan and vice versa. This can attract more audiences in one household.

As the magazine industry operates in an oligopoly, the large corporations owning the magazines can use vertical integration to keep money in the company. This is where the same company produces, designs and distributes the magazine. These companies can also recycle material from other magazines if they are similar and use pictures and articles in other similar magazines. This speeds up production of the magazine. As Men's Health is a magazine that went international in 1995, it has many recyclable articles to modify.

See pages 22-23 to see the full Mark Scheme for G322 Question 2.

COMMENTARY

This response begins well with an understanding of media ownership and its characterising features. The initial discussion of ownership is linked to brand identity and the importance of this for the marketing of the magazine. The candidate argues that digital media technology has provided many opportunities for dominant media companies. Significantly, it is argued by the candidate that the expansion of online magazines has not replaced print versions, but compliments traditional print forms which is supported by the use of important circulation figures (an important part of the distribution of the magazine title - third paragraph).

Men's Health is compared to another mainstream title the music magazine Kerrang. There is good reference to examples of the text themselves and excellent argument in the need to have physical copy alongside digital copy available. An assessment is made of the impact of online interactivity (third paragraph from the end) which accommodates the idea that successful distribution is linked to the audience. The specific micro analysis of the key media texts enables the candidate to relate back to the question set and provide an evaluation of the magazine area through ownership and distribution practices. The candidate's use of detailed case study material, firmly addresses the question throughout and the response demonstrates very good understanding of institutional strategies.

G322 QUESTION 2: EXEMPLAR 2 (FILM)

To what does media ownership have an impact on the successful distribution of media products in the media area that you have studied?

Candidates must choose to focus on one of the following media areas. You may also refer to other media in your answer:

- Film
- Music
- Newspapers
- Radio
- Magazines
- Video games.

[50]

Level 4 response

Time Warner is the world's largest media conglomerate, consisting of subsidiaries such as Warner Bros, DC Comics, HBO and Castle Rock. Warner Brothers is also a subsidiary of Time Warner, a company formed in 1923. Time Warner produces high budget Hollywood movies. It is part of the oligopoly of the big 6, allowing it great power in the film industry.

One of its biggest tentpole movies is 'The Dark Knight Rises' (TDKR) which had a production budget of \$250,000,000 allowing a massive tentpole movie to be created. WB were certain this film would generate enough money to comfortably fund any other smaller film the company wished to make. Due to the size of the company, WB were able to distribute their film completely independently in the UK and in the US they distributed the film themselves. They spent millions of dollars on marketing, securing a profit of 200% and \$1.08 billion. They used social media to enable them to produce a Twitter page, facebook page, numerous websites and YouTube trailers. Campaign such as 'hashtag the fire rises' were launched allowing audience interaction. Every time someone tweeted 'hashtag the fire rises' a pixel of a photo of Bane was released, making fans tweet like crazy, resulting in 'hashtag the fire rises' trending worldwide. Due to WB's massive ownership patterns, they were able to launch synergistic campaigns, such as a collaboration with 'Mountain Dew', where a new flavour of energy drink was produced and new packaging that promoted the project and the film. A campaign with Nokia Lumia was also launched, producing a new phone manufactured to look like it had red bat ears and with Batman soundtracks already installed on the phone. A Formula 1 car also promoted the film as it resembled the image of the batmobile. All these campaigns alongside traditional marketing techniques (trailers, posters) helped create awareness for the film, ensuring its success. The film was filmed using top end technology, such as image cameras – 75mm and 35mm cameras – and edited on Avid, making watching the film in cinemas a more prestigious experience, creating demand for screenings. This also helps deal with rising levels of piracy which is a big ever-growing problem for WB.

Formed in 2002, Vertigo is a British independent film company producing commercial films for a wide audience and emulating a Hollywood structure. It released Monsters in 2010 which created a great awareness about this film company. The film was directed by Gareth Edwards, an up-and-coming new director. This is a massive contrast to the well known, highly paid Christopher Nolan (director of TDKR). The production budget for Monsters was a small \$500,000 allowing for little money to be spent on most things. Monsters was distributed by Vertigo in the UK and through Magnet in the US. By using a company called 4Square, Vertigo took a very different approach to market the film than they are used to. 4Square are a website and app company, where fans can access exclusive clips and

soundtracks which create awareness and excitement about the film. They created 'infected zones' in which users could find location based places which held codes to unlock discounts on cinema tickets and other promotions. This app was successful as it brought many people to the cinema, however due to a stunted release and also bad weather on the day of actual release, the film didn't reach its potential success in the opening weekend. However, it still made a massive profit of 700% and \$4 million, beating TDKR in percentage profit. Vertigo was filmed on prosumer cameras and edited on adobe and Zbrush, allowing for such a small budget which resulted in a large profit. Vertigo are constantly trying harder to beat piracy, for example they released street cinema, the first British film filmed on 3D cameras, showing their evolving skills in attempting to emulate companies such as WB. Monsters was released in 25 countries which is a good amount for a small British company producing 4 films per year. This is in great contrast to WB producing 18-22 films per year and releasing TDKR in 25 countries and 4,404 cinemas.

Warp produce films for a more niche market, funded by companies such as film8 and they also used to be funded by the UK Film Council. However, they distribute their films through film festivals with minimal marketing. Tyrannosaurus, a social realism film was shown at the Sundance Film Festival the San Francisco festival as well as many others across Europe and America including the London Film Festival and the film was nominated for a Bafta award.

Media ownership has a massive impact on successful distribution of film, making it impossible for small companies such as Vertigo and Warp to compete with the big six including WB. Distributing films for Warp and Vertigo relies heavily on DVD sales rather than just cinema releases. With the constant rise of piracy, this makes it increasingly difficult for the companies to make money due to lack of demand in cinemas. However, it is clear Vertigo is trying to catch up with WB as they distribute their film aiming for a bigger cinema audience and have attempted to do this by incorporating technology such as 3D cameras.

See pages 22-23 to see the full Mark Scheme for G322 Question 2.

COMMENTARY

The candidate's response here is detailed and accurate, consistently with the use of media terminology and in address of the question set. There is focus on two case studies – The Dark Knight Rises and Vertigo's Monsters and fleetingly Warp films. There is a strong argument made between ownership, distribution and the ability to frontload the products at the time of release. This is supported by the candidate's understanding of the institutional process of distribution of the product in symbiotic relationship with film companies marketing strategies (both traditional and online).

The candidate is also able to identify how the products were distributed and offers accurate understanding and explanation of this in contrast of a US and UK film production. This is clearly evaluated which demonstrates how a level four mark for EAA can be reached. This is a sustained, logical and well evidenced candidate response which addressed the question set and provided discussions in the right context of the threat of piracy and digital technologies involved. Distribution as process is fully understood and well-argued by this candidate from an institutional perspective with consideration to UK and global markets– meeting level four requirements. This is a level four argument and explanation is offered around the case studies which illustrate contemporary film practice.

G322 QUESTION 2: EXEMPLAR 3 (NEWSPAPERS)

To what does media ownership have an impact on the successful distribution of media products in the media area that you have studied?

Candidates must choose to focus on one of the following media areas. You may also refer to other media in your answer:

- Film
- Music
- Newspapers
- Radio
- Magazines
- Video games.

[50]

Level 4 response

Media ownership does impact on the successful distribution of newspapers. The circulation of newspapers is declining by 8% per year and owners such as the Barclay Brothers (Daily Mail) and News Corp (The Sun, The Times) are changing the way they distribute their products. They are going online. A spokesman for the Times said – ‘paper is dying, pixels offer a greater experience’. However, each company has responded to this in their own way.

The Sun is a tabloid newspaper that is owned by Rupert Murdoch. In 2005 circulation was a staggering 3,400,000 copies per day. Ten years later, in 2015, the number has reduced to 2,000,000. The reason for this is that technology has increased by 100%. In response News Corp increased The Sun’s online presence. Today, you can subscribe to The Sun’s website (it has a pay wall) for £7.99 a month. There are already 225,000 subscribers with the number increasing. It is estimated that there are 400,000 visitors to the site each day. The Sun have therefore responded to declining sales of newspapers by changing with the times. After all, Rupert Murdoch once said, ‘newspapers are a river of gold, sometimes rivers dry up’. This is what is starting to happen but The Sun has exploited the increasing use of technology.

In the UK today four in ten adults are dependent on newspaper apps for news compared to three out of ten last year. This is a staggering increase in use. Newspapers, on the other hand, have not fared so well. It was found that 25% less adults are dependent on it as a source of news.

The Times is also owned by News Corp and they went online after experiencing a decline. In 2005, The Times circulation was at 700,000. In 2015, the number was reduced to 400,000. The Times online site also has a pay wall. The Times lure in readers with a ‘30 days for £1’ deal. This attracts readers who get ‘attached’ to the content and continue to pay £24 per month after the trial. The Times has 120,000 subscribers and an estimated 780,000 daily visitors.

Change can also be observed at a local level. The Harrow Times now has an online site. However, it does not have a pay wall and content is free. The site is funded through advertisements. This is often seen by media owners as a better option for distributing media. The Daily Mail, owned by the Barclay Brothers, do not charge for online content. Instead it is funded by advertisements. As a result the Daily Mail website receives 200,000,000 individual readers. Therefore companies such as Apple (currently advertising the new Apple watch on the front page) are willing to pay millions.

The increases in Synergy have helped media owners to successfully distribute newspapers. Synergy is when two activities work together for a mutually beneficial outcome. The emergence of social media in the form of Twitter, for

example, has helped papers greatly. The Sun has 750,000 Twitter followers, The Times has 400,000 and even The Harrow Times has 3,000.

The Sun, in particular, is dependent on the use of synergy for distribution. The Sun offers £15 holidays, five visits to Chessington and football shirts for subscribers. This relationship is beneficial for both parties and attracts readers. The Times is less dependent although they still use it with connections to dating sites and Spotify for their music playlists. The Harrow Times is highly dependent on local businesses: dating sites, the Jobcentre and local estate agents all have great presence on the paper's site and not only fund it through advertising but are used through a search engine within the website.

Convergence is when a single entity serves many purposes. An example of this is an iPhone which acts as a camera, a phone, and a games console. Convergence has an impact on successful distribution because it affects what a publication has to offer. The Sun not only produces its own articles and images but also has The Sun motoring app. This helps readers buy cars and is solely a Sun feature. The Times has its own weather app (due to its large finding it does not need synergy with the Met Office, like The Harrow Times, to produce a weather report). Also, The Times has games and blogs/chat forums for readers to use. The Harrow Times, however, does not have the same funding because it is a local newspaper. Therefore the only example of convergence is writing its own articles and taking its own pictures. Although The Harrow Observer, another local newspaper, does have a house finding app. This shows that the owners see convergence as important in the distribution of newspapers.

As well as websites, apps have merged as successful forms in helping to distribute newspapers. The Sun and The Times both have apps which offer extra content. The Sun has an abundance of features such as gambling and sports apps. The Times app has opinion sections with cookery lessons and gaming apps. These are all efficient ways of attracting an audience.

It could be argued that media ownership has a limited impact on the distribution of media. While the Barclay Brothers chose to give away content for free and New Corp charge for content they are fundamentally doing the same thing, moving online. The moving of newspapers online, it could be said, was not the choice of media ownership; they were forced to adapt and change with time or risk going out of business all together. Today, 60% of 16-24 year olds are dependent on apps/websites for news. In contrast, only 20% of 50+ year olds are dependent on apps and websites. It is clear that the next generation do not want to read a newspaper but look at their phone.

In conclusion, in the past 10 years we have experienced a decline in newspaper sales. Media companies have been forced to make sales online as opposed to via print. In doing so they have continued to successfully distribute newspapers. It is questionable, however, whether ownership by itself impacts sales but it has played a part.

See pages 22-23 to see the full Mark Scheme for G322 Question 2.

COMMENTARY

The candidate's response is detailed and highly proficient. There are plenty of examples used from case study material and the candidate clearly links distribution specifically to circulation figures and media ownership of The Sun newspaper and the Daily Mail. The candidate demonstrates good understanding of the newspaper industry and ensures that the argument that is made is contemporary and supported by factual knowledge and data. There is a strong sense of how newspaper distribution is being transformed by digital media and technological convergence, as well as the status of audiences through readership and subscription services.

There is a good link to distribution and ownership in the understanding of what the question demands in relation to the process of marketing. This is used to demonstrate how important it is to understand the symbiosis between the media and online technology. Some attempt has been made to compare this to smaller local newspaper editions such as the Harrow Times. The conclusion to this response makes the argument that newspaper publications have had to respond to changing media climates often driven by online demand and audience use - especially the newspaper attempting to target younger online audiences. This is a key point that the candidate has made in this key response, providing a highly proficient understanding overall.

G322 QUESTION 2: EXEMPLAR 4

(FILM AND VIDEO GAMES)

Evaluate the role of digital technologies in the marketing and consumption of products in the media area you have studied.

You must focus on **one** of the following media areas. You may also refer to other media in your answer.

- Film
- Music
- Newspapers
- Radio
- Magazines
- Video games.

[50]

Level 2 response

Through the distribution of Disney's Toy Story 3, ownership seems like it has an important role for the company and their audiences. Disney Pixar worked with Disney Interactive Studios to create 'Toy Story 3 – the video game' and as Walt Disney owns Pixar they had easy contacts to make this distribution method possible. This video game was created for various technological game consoles, such as Wii, Nintendo, Playstation etc. to build a wider audience for the overall film. By having a video game of the film it made the audience feel part of the production of the film, therefore when they would watch the film they would be able to relate to the characters through their experiences from the game; linking in the theory of uses and gratifications with the aspect of the audience being able to relate and also escape from reality, making it also tie in with the theory of Maslow's Hierarchy of Needs.

Pixar also works with the Disney channel as this is also owned by Disney. Through this contact they were able to show their young target market globally, short stories including the characters from Toy Story 3. By doing this they successfully targeted their young audience as they are stereotypically consuming the Disney Channel, making them create a hype within their audience; getting them more excited to consume the full film. This was shown that this distribution method was successful because once the DVD and Blue Ray pack was released, they sold 4,000,000 in the first week and it was the largest selling Disney film in a day in the UK.

As well as this, through the ownership of Disney they were able to use second screen technology by getting distribution deals from Netflix and Lovefilm as they knew they were able to target a mass audience. By having these deals their audiences were able to use iPads, smartphones etc to consume Toy Story 3 when it was convenient to them. With this opportunity they were able to consume with others or by themselves. Allowing them to consume it by themselves means they would be able to form their own opinions and not be manipulated by others; linking it in with the theory of the Two Step Communication theory. This would have allowed them to enjoy it more.

Their ownership of Disney has a mass target audience so to successfully target the older generation they created an advert for 'Lots-so-hug' bear but in the format of an old VCR recording. This would successfully target their older audience because the VCR recording would allow them to relate to the advert through personal experience making them feel like a child again. This links in with the theory of use and gratifications with the sense that the audience will be able to relate to the advert, successfully targeting a mass audience. It was Disney themselves who created this old VCR recording.

In conclusion, I think regarding my case study of Disney Pixar, their ownership of Disney is really important for their success of distribution throughout their films. Disney allows them to market and distribute their films globally to increase their sales revenue and the target audience. They achieved this by using various TV channels and their own studios to create interactivity for their audience to get involved in and make sentimental memories through the films for the audiences as well as a sense of ownership.

See pages 22-23 to see the full Mark Scheme for G322 Question 2.

COMMENTARY

Here is an example of a basic response. The candidate's argument is a little confused and not entirely addressing the question set with the case studies investigated. The candidate begins by introducing the Disney movie Toy Story interactive video game and is smart in its intentions by flagging technological convergence and cross media promotion without actually identifying these key terms (opening paragraphs). They then make a sweeping generalisation about audience theory making links to uses and gratification and Maslow's hierarchy of needs. This use of theory is not linked to the question set and for the AS paper which examines key concepts does not require the candidate to apply theoretical ideas- a case of 'write all I know' approach for the exam question.

There are broad generalisations about Disney and branding and this is linked to distribution without fully explaining why. The candidate does attempt to identify online streaming services, such as Netflix to explain how films can be distributed, but (forth paragraph) they become confused with their argument in discussion of two-step flow theory and audiences. This is a disjointed argument overall – salvaged somewhat by the final concluding paragraph in attempt to evaluate the question set. It was felt that the candidate just demonstrated a basic understanding of the task set, but in the response there is a lack of clarity about the media area being addressed – is it film or video games?

MARK SCHEME

Question	Expected Answers	Marks
1	<p>Level 4</p> <p>Explanation/analysis/argument (16-20 marks)</p> <ul style="list-style-type: none"> Shows excellent understanding of the task Excellent understanding of the way that technical aspects are used to construct the extract's representations Clearly relevant to set question <p>Use of examples (16-20 marks)</p> <ul style="list-style-type: none"> Offers frequent textual analysis from the extract – award marks to reflect the range and appropriateness of examples Offers a full range of examples from each technical area Offers examples which are clearly relevant to the set question <p>Use of terminology (8-10 marks)</p> <ul style="list-style-type: none"> Use of terminology is relevant and accurate <p>Complex issues have been expressed clearly and fluently. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.</p>	50

Question	Expected Answers	Marks
1	<p>Level 3</p> <p>Explanation/analysis/argument (12-15 marks)</p> <ul style="list-style-type: none"> Shows proficient understanding of the task Proficient knowledge and understanding of institutional/ audience practices – factual knowledge is mostly accurate Some developed argument, supported by reference to case study material Mostly relevant to set question <p>Use of examples (12-15 marks)</p> <ul style="list-style-type: none"> Offers consistent evidence from case study material Offers a range of examples from case study and own experience Offers examples which are mostly relevant to the set question <p>Use of terminology (6-7 marks)</p> <ul style="list-style-type: none"> Use of terminology is mostly accurate <p>Straightforward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.</p>	

MARK SCHEME

Question	Expected Answers	Marks
1	<p>Level 2</p> <p>Explanation/analysis/argument (8-11 marks)</p> <ul style="list-style-type: none"> Shows basic understanding of the task Basic knowledge and understanding of institutional/audience practices – factual knowledge will have some accuracy Basic argument evident, with some reference to case study material Some relevance to set question <p>Use of examples (8-11 marks)</p> <ul style="list-style-type: none"> Offers some evidence from case study material Offers a partial range of examples from case study and own experience Offers examples of some relevance to the set question <p>Use of terminology (4-5 marks)</p> <ul style="list-style-type: none"> Some terminology used, although there may be some inaccuracies <p>Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p>	

Question	Expected Answers	Marks
1	<p>Level 1</p> <p>Explanation/analysis/argument (0-7 marks)</p> <ul style="list-style-type: none"> Shows minimal understanding of the task Minimal knowledge and understanding of institutional/audience practices – general opinions or assertions predominate Minimal argument evident, with little reference to case study material Of minimal relevance to set question or a very brief response <p>Use of examples (0-7 marks)</p> <ul style="list-style-type: none"> Offers minimal use of case study material Offers a limited range, or inappropriate examples Offers examples of minimal relevance to set question <p>Use of terminology (0-3 marks)</p> <ul style="list-style-type: none"> Minimal or frequently inaccurate use of appropriate terminology <p>Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar, which will be noticeable and intrusive. Writing may also lack legibility.</p>	

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