



June 2019

**Level 3 National in
Creative Digital Media Production
Unit 1: Media Representations
(31688H)**

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A grade boundary is where we set the level of achievement required to obtain a certain grade for the externally assessed unit. We set grade boundaries for each grade, at Distinction, Merit and Pass.

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When we set grade boundaries, we look at the performance of every learner who took the external assessment. When we can see the full picture of performance, our experts are then able to decide where best to place the grade boundaries – this means that they decide what the lowest possible mark is for a particular grade.

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Variations in external assessments

Each external assessment we set asks different questions and may assess different parts of the unit content outlined in the specification. It would be unfair to learners if we set the same grade boundaries for each assessment, because then it would not take accessibility into account.

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Unit 1: Media Representations (31668H)

Grade	Unclassified	Level 3			
		N	P	M	D
Boundary Mark	0	10	21	35	50

Introduction

This was the fourth series of the new specification for Creative Digital Media Production. This series a pdf answer booklet continues to be used by learners and is proving an effective means of providing responses to the questions and stimulus materials.

The focus of this paper was on a range of clips from the Moving Image sector, in the form of adverts for movies, which included posters and trailers. As stated in past LE reports the sector focus will continue to change with each examination, thus allowing coverage of all the sectors identified within the specification. It is important for centres to continue to ensure that learners are given the opportunity to engage with a wide range of stimulus materials from across all of the sectors identified within the specification, rather than focusing on one single sector, for example, Games or Moving Image. Learners should be provided with numerous opportunities to study media texts and to practice responding to sample assessment materials and past papers. Centres should note that any part of the unit content can be chosen to form part of the test and therefore it is of the upmost importance that all areas of each learning aim is covered fully.

The paper has 12 questions. Each question is based on either a clip or image which has been provided or materials that learners would have previously studied either with their tutors or independently. Learners were required to demonstrate knowledge and understanding of a range of specification topics and to apply this knowledge to the specific question. The intention is to offer as broad a coverage as possible for all areas of the unit content. Questions have varying weightings attached to them, with 2 to 4 marks for the lower demand questions and 10 to 20 marks for questions where an extended response is required, such as discussion, analysis or evaluation.

Each of the extended response questions are marked using a 'levels based' approach to assessment. The overall quality of the response is considered rather than the specific number of points gained. There is also a focus on the use of suitable technical and vocational language and terminology within each response. The remainder of the questions on the paper are assessed using a range of indicative content and on the quality and clarity of the explanation provided.

It is important to note than when assessing this paper consideration is given to the time taken to review the clips provided and the fact that learners are often typing at speed and therefore are likely to make spelling and grammar errors. Although meaning cannot be inferred, benefit is given to responses that may, seem confusing due to poor spelling and/or grammar.

Introduction to the Overall Performance of the Unit

There was a similar level of performance this series as compared to the previous June series, there was also a number of resits amongst candidates but the majority of learners were taking the exam for the first time. As with previous series there are certain questions that are more challenging than others, this is to ensure a consistent level of demand across all papers. There was evidence of learners having been taught across the range of unit content and learners have generally been able to attempt the majority of questions within the paper.

It is of continued importance to stress that learners must be given the opportunity to practice responding to shorter and/or lower demand questions as well as extended question writing. There are still instances where learners are writing lengthy and detailed responses to 2-mark questions which only require them to provide a brief explanation. It is important that learners are able to utilise their time efficiently and save extended responses for the questions with a higher mark weighting; a well-structured sentence or two is more than sufficient for the 2-4-mark questions.

In past papers learners have responded well and provided more detailed responses when stimulus materials were offered and therefore, we continue to ensure that all of the extended response questions are either provided with stimulus materials or allow for stimulus materials to be referenced. Please keep in mind that these stimulus materials are only been seen by learners for the duration of the exam (although may be familiar to them in a wider context) and learners that consistently perform well have always made use of a wider range of media texts with which they are familiar.

Learners must be made aware that their textual references must be specific, there must be a single text that is being referred to, not 'the news' or 'newspapers', despite this message being provided in numerous previous reports we still see a regular recurrence of this. Similarly, learners must avoid referencing social media such as Facebook and Instagram as media texts, nor should they use music, football or tv and film celebrities, unless they are speaking about these within the context of a specific media text such as a music video, podcast or advert that features that celebrity or that appears on that particular site. Social media in and of itself is not and will not be considered a 'media text' and learners will not be rewarded marks for making reference to them out of context. If learners do reference texts from the advertising sector they must again be specific about a certain text, its content and construction as opposed to an entire campaign, which is not a text but a range of texts, reference to campaigns should only be made if relevant to a specific topic, theory or debate being referenced within the response. For example, it is not sufficient to say 'perfume adverts objectify women' as not all of them do and some do not include woman at all. Learners must be specific if they are to be rewarded

for their exemplification.

Media theories and debates are an important part of this paper. Learners performing at the higher-grade boundaries have shown clear and up to date knowledge and understanding of current and relevant theories and debates. Learners must also be able to apply these correctly to a given context or in relation to a media text. A few well-chosen texts with well-developed explanations and exemplification can often work better than using many texts that have only been referred to very briefly.

Individual Questions

The following section considers each question on the paper, providing examples of learner responses and a brief commentary of why the responses gained the marks they did. This section should be considered with the live external assessment and corresponding mark scheme.

Q1 Explain one way that colour has been used in Image 1 to create meaning for the audience.

This question proved to be highly accessible to learners and the majority of responses focussed on the use of red within the image relating to connotations of blood which in turn relates to the horror genre. It is important to note that an explanation is required for this question, not just an identification, this need not be lengthy but should reinforce the points identified.

2 marks

The colour in image one is a big give away to what alot of the film will include. Red, a very main colour seen in the cover this connoting blood, which there is alot of. It is something that the audience would expect to see from a zombie movie as it is a horror.

Another way that colour is shown is the white background seen behind the characters in the middle of the cover. This showing the pure presence as the colour white connotes safety and innocence. It also indicates that these three characters are main characters. The way that surrounding this white there is alot of darkness connotes mystery and evil this being the zombies that are tryintg to turn the three pure characters into zombies this is why the darkness is surrounding the white.

This learner has identified an appropriate use of colour, the colour red, and offered an explanation as to why this may be create meaning for the audience.

1 mark

The color red has been used to create the meaning of love and death.

Whilst this learner has identified the use of the colour red they have not explained where it has been used and how and why there are connotations of either love or death within the text.

Q2 Explain one way that images are used in Image 1 to create meaning for the audience.

Again, this question was well answered by a large majority of learners, there were a number of images within the text and the use of zombies surrounding the main protagonist provided clear connotations. There was also a focus on main characters holding weapons and flowers which had connotations of both going into a fight but also romance and these were often picked out by learners.

2 marks

The way that images are used is to indicate what type of a film the audience will be watching. This can give an audience member an insight into if they would enjoy the film or not. The way that the center of the image shows the 3 main characters gives the audience a clue into who they will be watching for the majority of the film. It gives these characters importance compared to the rest of the characters shown in the film cover. The characters surrounding the middle are the zombies this is indicated by the way their hands are reaching towards the center and towards the main characters.

Here the learner has identified the three main characters and a number of connotations relating to the props they are holding and the imminent threat posed by the zombies surrounding them.

1 mark

the images used such as the zombies creates the meaning for the audience as they can see what the film will be about

This learner has identified that the zombies create a meaning but this meaning has not been identified, the response assumes that the reader will know that these signify the horror genre. The response also misses the comical aspect of the text and the wider context within the images.

Q3 Explain one way that words are used in Image 2 to create audience interest in the film.

In this question words were often confused with fonts or colours and as a result some learners were unable to gain any marks for their responses. It is important that learners understand the difference between the meanings embedded in the wording of the text as well as how the layout and design convey meaning, such a mode of address and choice and impact of certain words.

2 marks

'A Hitchcock film you Should see from the beginning' This sentence is shows very prominently on the cover. The way that they have underlined the word should shows the emphasis they want the audience to see from this word. They are hoping it will incite the audience into believing they 'SHOULD' see the film and give them a push to do so.

'Engulfs you in a whirlpool of terror and tension.' The words used here are all to show emphasis ion the film and to really show the audience that it is something to see. The vocab you see isnt often used in film titles and is rarely seen on the front cover giving the auidnece an indicator that this isnt like any other film seen before and the intrest will be spiked by the strange and perculiar vocab seen..

The learner has identified the use of the word 'should' as directly addressing the audience and enticing them to watch the film or be in danger of missing out.

1 mark

It uses different words in bold and this creates an interest for the audience as they want to know why these specific words have been used, this leaves a slight cliff hanger making them want to watch the film.

Here the learner has mentioned that the words are in bold and that specific words have been used but they have not identified specific words, explained the context of their use or how they create meaning for the audience.

Q4 Explain two ways that layout is used in Image 2 to create meaning for the audience.

Learners have found layout difficult to write about precisely, sometimes struggling to comment on how different elements of an image combine which has often led to answers about specific elements like colour or font rather than elements of construction which have been combined together, a number of responses lacked explanations.

4 marks

1. The first thing that i see when looking at the film poster is the face looking down at the title. This means alot as it spikes interest in what he is looking at giving the audience a strong erge to also look in the same direction. This is very strategically placed as it has him looking at the big text below. It shows very well known characters in very bold writing giving another interesting addition to catch the eye. The bold text also showing small images of the characters to show the audience who may not know them by name their faces.

2. The way that the title has been placed directly below this in a bold colour. It also has a very interesting design behind the text, this is to entice the audience's eye and has been placed like this to follow the eye of the audience down the cover of the film. The way that the colours used are opposing also adds to this. The title is the biggest text on the cover and is the main focus this is how they indicate to the audience that this is the name of the film and keep it in the center of their attention when looking at the cover.

The learner provides a detailed and correct response, there is a lot of detail within both responses and this question could easily have been answered with less explanation in each one, however, overall, they have managed to identify some suitable elements from the text.

2 marks

1. The head at the top of the page is looking down, the head would have drawn the attention of the audience in and then due to him looking down you will also follow his eye.

2. The wall to the side of the page will create meaning for the audience because someone is being pushed from it and also the dark figure at the top will show the audience there are mysteries involved.

Here the learner has come very close in both responses but does not really pinpoint, within their explanations, how the meaning is created. If you are following the eye of the person in the image then what are you being drawn to look at? How is what he is looking at significant to the text? The second response is stronger but does not explain why the dark figure connotes mystery, they could just be dark because of the quality of the print, an explanation of the meaning is required here.

Q5 Explain two ways editing techniques have been used in Clip 1 to create audience interest.

This question was not particularly well answered by some learners and many struggled to name a specific editing technique. There was a clear lack of use of technical language within many of the responses and learners struggled at times to identify how a technique had been used to create meaning for the audience.

4 marks

1. There are a lot of very short clips all throughout the trailer. Almost like a montage, this is to give the audience a lot of information in a short amount of time it helps to convey each separate part of the film in a very short trailer and gives the audience all of the best aspects at one time. It creates the interest by having a lot of action and even more colour always giving something for the eye to see, they have used the black intervals between each of the clips very well also. Switching in-between each to give a short break before the eye is introduced to a new scene. The way that the short clips have been edited together isn't in

chronological order this gives the audience a look into the aspects of the film but not the storyline. It switches back to the one scene many times also indicating that it is a turning point in the film and a very big scene.

2. The editing also doesn't introduce us to the main character straight away in the trailer. The black panther is kept a secret throughout the trailer while the villain is shown almost immediately, this keeps the mystery with the main character and also shows the importance as we only see his shoulders and back for over half of the trailer. They introduce him with a mask before showing his real face. This shows the audience that he is not to be messed with and that they still want to keep a lot of mystery towards him even in the trailer to the film. Typically films want to show off their best parts in a trailer this usually including the main character yet here we are shown all but him.

The learner response shows a clear understanding of the editing techniques used within the clip, using correct media terminology and explaining how they create meaning for the audience.

2 marks

1. A shot/reverse shot has been used. The audience can see the reaction of the characters as they are speaking to one another.

2. Fade in/fade out has been used.

This response has received two marks, the learner has identified two editing techniques, although there is a lack of explanation as to where and how they have been used within the text.

Q6 Explain two ways mise-en-scène has been used in Clip 2 to create meaning for the audience.

Learners have a good understanding of mise en scene and there were some excellent, well thought out responses that picked out some clearly 'horror' related aspects of the text and the way that props and costumes as well as locations had created meaning for the audience.

4 marks

1. The trailer firstly begins with the two brothers showing us their faces and an embrace. This shows the audience a family aspect to the film and supports the feeling of love in the trailer. The shot shows us a lot of close ups to faces indicating that these are very important characters to the film and they also want us to see the emotion that the characters are feeling in that moment in time the meaning that is created is love and affection during a dark period this is shown as a dark time as the hint of a blue hue over the film indicates sadness.

2. The scene shows us a boy in the pouring rain the camera follows the small paper boat that the older brother had created for him and shows his name written

across the side this is to show us how his name is very important to the film and how it should be remembered by the audience. As this film is a remake this shot is very important as it is something many of the audience members would have seen before, the yellow jacket being a main focus of many of the shots and not really showing a lot of the face, this brings many members of the audience back to the original film and can bring back a lot of fear as they were only children when the original came out.

This learner has provided two well considered responses which look at how props and character expression have been used within the text to create meaning.

2 marks

1. In clip 2, there is a series of two shots with the two characters in close proximity to each other then hugging in the last shot. This suggests that they are very close and may be brothers. The camera movement is static which creates an easy and stable atmosphere as the audience are first introduced to the characters.

2. An establishing shot has been used which sets the plot as taking place in the suburbs. The establishing shot presents the area as a normal town which contrasts with what the audience hears in the voiceover and the shots that follow after e.g. the dark, abandoned house.

The learner has received two marks for the identification of a couple of aspects of the text that relate to mise en scene. The learners' explanations are not expansive enough and do not identify how and why these aspects relate to the horror genre or create meaning for the audience.

Q7 Analyse how masculinity is represented in Clip 1.

You should reference each representation with relevant examples from the text.

Some of the better responses to this question went straight to the point and picked out examples from the text and providing explanations and some learners did this very well.

8 marks

Masculinity is shown through-out the trailer this is due to a lot of stereotypes that women bring to films. This is because showing a woman on screen shows love and affection it also brings weakness to the film which isn't what they want to portray through an action film. A female isn't shown during the first 56 seconds of a minute and 18 second trailer. This shows how they didn't want that stereotype to be given to the film.

The face of the woman in this scene isn't fully shown either diminishing her presence and giving the scene to the male character standing next to her. Even the

vocals used in the trailer are all male and not female, this is because the female voice has a stereotype of being calm and nurturing which again is something that the producers are trying to stay clear of.

The masculinity is also shown through the build of the characters and how they are muscular and strong a very big stereotype to the male figure is that they all are unemotional and always ready to fight something that this trailer wants the audience to believe and to get from the film.

At the 45 second point into the trailer we see a fight scene using weaponry and also of blood and killing this indicates towards the masculine traits also as when we see a female with a weapon it is strange to the eye while a male with a gun is more typically accepted. The way the Black Panther fights this crew of people is with no feeling and no remorse to the people he has just killed showing the audience the stereotype of no emotion. Another way that this is achieved is by having the next clip be the male laughing, this isn't connected but it has been edited together to have the laughter seem to be about the killing giving it no hint of sadness.

The female presences in the film are only shown dressed up with makeup and dresses giving them a more pretty aspect than anything else it doesn't give the audience a feeling that they are able to fight and still gives the trailer a feeling of masculinity.

Even the music that is used is stereotyped to action films. It is a low base with a very high pace beat that continues throughout the trailer, it has very low sounds from a wooden instrument only a sound that a male can create giving a masculine feel to the music and to the feeling of the trailer.

The learner has provided some well-chosen examples from the text which have been explained well and are relevant to the demands of the question. The learner has also looked at the juxtaposition of the female representations against the male characters.

3 marks

Masculinity is shown in clip one by the use of weapons this shows the masculinity as it gives them power and authority over the other characters this is shown at the end of the clip as the paramedic is holding a gun towards someone who is shown to be below the character they have used a low angle shot in order to show true power this is the main running for masculinity. The last scene is also important in showing masculinity as it is the same person who was tied up in the beginning which would show vulnerability however the last scene shows how he has the power as he is the medic or shown to be this would be important as there a lot of violence shown so concluding injury so they would need that specific character, which he knows as in the beginning being tied up would be threatening

however he just laughs at the situation. the masculinity is also shown also through the violence which is shown throughout the clip this is a truth

This learner has identified a few aspects within the text and described how they relate to masculinity; the references are rather obvious and have not been well explained, there are also some issues with the wording used which makes the response slightly confusing.

Q8 Analyse why the media industry uses stereotypes in its products.

Use any of the clips provided and/or any other media texts that you have studied.

Stereotypes have been covered in past papers and is a common areas of media theory which has been well written about by media theorists. Responses were often descriptive and not analytical, which representations being described but the reasons for them were not mentioned and there was a lack of development or reference to media theories.

9 marks

Stereotypes give a large impact to films. It shows audience members things about the storyline without having to add any extra information this is why they include stereotypes. A main stereotype that we see often used is against women, its the gaze of a man that is very often used in alot of films. This means that we see through a male characters eyes the curves of a woman and a very sexual nature that may not even link to the scene that they are filming for example Rodger rabbit. They have used a cartoon character female with the presence of non cartoon men and they see her as something sexual but she is a cartoon something that has the connotations of children's shows. Giving Jessica rabbit a very sexual appearance only applies to any males watching the show as she is the ideal body of a female. This stereotypes the females into only being in the shot for mens pleasure.

Something else that i can think of to use as a stereotype is Tomb raider. We see Lara croft in a very skimpy tank top and some small shorts this gives her a very sexual nature and also shows her to younger men that may be playing that game as what all females look like which isnt true. This does also oppose the stereotype also. As females are seen to be weaker and in need of a man something that Jessica Rabbit does show as she needs Rodge to help yet Lara Croft doesnt need any help and its able to do alot herself with hard work and tools that you would think are stereotypically used by men. By going against the stereotype it makes the game more interesting.

A way that stereotypes are introduced is at a very young age. This could be through many ways but through media it is seen in Disney princesses. The way that Snow White has to have true loves kiss to help her live on and how all she needs is her knight in shining armour shows both girls and boys bad stereotypes. As girls feel they need a man to be happy and men feel like they have to always protect and know how to help and provide. They do this because it gives the story something else and gives the plot a big twist leaving a happily ever after to show the children a perfect life and how they see a family as being.

Another way that stereotypes can be shown is with IT. Children are typically innocent and are unable to do things for themselves, always in need of an adult. This is something the kids from the film go against as they defeat the clown alone and do this without the help of the parents or any adults showing how they are stronger and have the ability to go further than ever expected.

This response receives full marks, it is well written and picks out a number of elements from different texts as well as referring to the stimulus material. There is also an explanation of why these stereotypes have been used to create meaning for the audience.

3 marks

Media Industries uses stereotypes in their products for numerous reasons. Some of the reasons are because they believe that the audience who would watch the film find it funny and enjoyable. In some cases the stereotypes which are used are funny at times but the people that are being stereotyped will not really enjoy it as much.

An example of a stereotype in a film can be hangover. The person that was being stereotyped was the Asian man when he jumped out of the car and started to talk about in a funny accent. This can be funny to the audience, but to some Asian audiences they might find it offensive.

Another reason as to why stereotypes are sometimes used in media products is to show how some people are living and their environment. For example, the film 'get rich or die trying' shows 50 cent as a young boy living with 7/8 people in a small home which is packed. This can show others how it was like to live in those conditions showing them how hard it was to survive with very little money. By doing this it can also help raise awareness to help families and are living in bad conditions and little money

This learner has identified a few stereotypes and has tried to offer some explanations as to how they are perceived and why they are used. There is clear reference to media texts but very little reference to media theories.

Q9 Explain the term 'hypodermic model', using one example from any media text

that you have studied.

Question 9 was asking the learners to explain the term hypodermic model. The answer to this question could only be provided if learners were familiar with and had studied this term. Of those learners that did respond to this question the majority were able to define the term but failed to offer a suitable example and many examples offered were not from media texts. Learners must reference a **media text** within their responses in order to gain the second mark.

2 marks

The hypodermic needle model is the notion is the idea that media injects the public with their ideas and everyone decodes this message in the same way. For example, in Clip 1 (Black Panther), many expected this movie to be really cultural appreciating. This may be the case for people of a specific ethnicity such as African. However, we are all individuals and this argument is outdated as we have oppositional readers which for the movie was many people of an opposite ethnicity. The white villain attacking the black protagonists was fairly controversial as it would have had another effect if it was white people against black bad guys.

This response provides a lengthy but appropriate explanation of the term and valid example from a specific, identified media text.

1 mark

Hypodermic model is when people are being showed a certain thing and are learning from it and copying them . An example of this is the bobo doll experiment when different children were shown different clips of people either attacking or being nice to the doll. This experiment resulted in the kids copying them.

Whilst this learner has identified the meaning of the hypodermic model the example provided is not a media text it is an experiment that was conducted, learners **must** always provide a specific **media text** to make reference to.

Q10 The genre of a media product is recognised by the codes and conventions that are used.

Analyse how generic codes and conventions have been used in the clips and/or any media texts you have studied.

This question required learners to look at genre, codes and conventions and how they relate to media texts across all media sectors. The question was sometimes answered quite observationally and so sometimes lacked reference to relevant media theories.

8 marks

Generic codes and conventions show how they decide what genre the film will be placed and how the film hits different stereotypes of the genre. For a few examples of this clip 1. This is a marvel film, they are very well known with their superhero films within the action genre. This is why people before even seeing any trailer already know that the film they put out will be action due to their track record of films. The typical traits of an action film is alot of fighting and alot of obsticals to face that need fighting to overcome. The typical traits of a superhero film are one person who has a special power is able to save the world and overcome something that is looking to destroy the world or destroy something. In this case black panther, he is the superhero and he has the powers of endurance, strength and resistance. This allows him to fight for a long time and to not be hurt by bullets. It helps fight of enemy's to save his country and therefore the world. This making Black Panther a very stereotypical superhero movie (A sub-genre to action)

Another way this is shown in IT. Is how the film is dark, there arent any happy aspects and this is because of the stereotypes of horror. We expect to see a filter that has been edited over the film. In this case they have used a blue filter to give no happiness to the scenes and to give an overall sadness to the film. Another typical trait to a horror is that there is a bad character the guy who is trying to kill everyone something that isnt good and that people are teaming up to stop and to save their friends. This could be a person or it may be a force. In the case of IT the bad character is the clown that is trying to eat children. Clowns already have a bad stereotype and many people are terrified of clowns even due to this film as it originally came out in the 1980s and scared many children. So with having the bad character be a clown it already scares some people even with the thought. Sound effects are a big part to the horror genre and are typically strange and mysterious sound effects to scare the audience. There isnt often music as silence plays a very big part to scare people with loud bangs and loud sounds in general..

The learner makes reference to a large number of genres, codes and conventions from different media texts which have been well defined and analysed. The learner has picked out elements from some of the stimulus texts that helps exemplify the points they have made.

4 marks

Codes and conventions are used to suggest that the particular media type that you are interacting with fits under a specific category.

for example, the audience would recognise that something such as 'the middle' is a sitcom as they conform to all different codes and conventions.

Every episode will always follow Todorovs three act structure. There will be an equilibrium which will be at the beginning, a dis-equilibrium which will be in the middle of the programme and there is usually a problem that has occurred, and then the programme will finish with a resolution and everything will be solved, no episodes will be left on a cliffhanger.

Additionally, a normal nuclear family are presented and they all have different roles. However, the mother and father that are included conform to the codes and conventions of a sitcom but they do not follow the traditional stereotypes of the father being the provider and the mother looking after the children, instead the mother goes to work and the father stay at home.

This learner has chosen a few relevant examples from media texts, they made use of Todorov's narrative theory in relation to a sitcom but the response lacks detail and exemplification throughout.

Q11 The same media text can be read in many different ways.

Analyse the reasons why a media text may be read in different ways by the audience.

Use one of the clips/images provided or one media text that you have studied.

This proved to be the most challenging question within the paper and many learners struggled to apply media theory appropriately. Whilst Stuart Hall's preferred reading is generally known it was not always particularly effectively illustrated which tended to lead to fairly simplistic assumptions/commentary about audience response.

7 marks

Stuart Hall's reception theory is based on why we react and respond to media products in different ways. Hall defined four different terms related to the way a viewer may respond to a certain media product: by having a preferred reading, a negotiated reading, an oppositional reading, or an aberrant reading.

The preferred reading of a media product is the dominant reading, which means when the viewer decodes the messages in the correct way, the same way the producer hoped they would. If a viewer has the preferred reading, they understand the media product and agree with it on all levels based on their own ideology. A viewer having this reading suggests they share the same ideology as the producer and possibly were brought up in a similar culture with similar beliefs.

A negotiated reading refers to when the viewer understands decodes the messages the producer intended to be decoded, yet these messages do not exactly fit completely with their own ideology. Therefore, they will adapt these messages slightly so that they do. An example of this is if somebody is playing a violent video game such as GTA 5, they may understand that the game shows sensitive scenes such as prostitution and lots of general violence. Despite understanding this, they may not necessarily believe that prostitution is good or that murder is okay, however they still play the game as they believe it is still fun and is harmful.

An oppositional reading is simply the opposite response to somebody with the preferred reading. It is likely that if somebody has an oppositional reading to a media product, they have a completely different ideology to the producer as they do not agree with the messages the product displays. Following on from the previous example, someone may begin to play GTA 5 before realising the amount of violence in it. Once they realise, they may refuse to continue playing the game as they may find this theme disturbing and not enjoyable at all.

On the other hand, an aberrant reading differs from all of the above as it refers to when the viewer does not even completely understand the messages the media product is trying to convey. This may lead to them being confused and not understand a film or what messages the producer intended to encode. An example of this could be the Netflix series Breaking Bad. A viewer may watch this and believe it is trying to promote the use of dangerous drugs and suggest that regular use of drugs is normal, despite it actually showing the negative effects of doing so.

This example is making use of well-chosen examples from different texts and looks at different media products from the games and moving image industry.

4 marks

The clip showing the film 'IT' presents a young boy who is dressed in a yellow coat. His paper boat falls down a drain and then the boy is not shown again. This scene then leaves the audience wondering whether the boy attempted to get his boat and did not survive, or that he left the boat and returned home.

Shortly after, it had been mentioned that there were a number of deaths within their town. There is then conversations that revolve around a clown. The children are very suspicious as to what is going on, therefore the audience may read this as the children are investigating the deaths that have happened or they are at threat if dying themselves. The audience could then interpret the film as being a murder investigation story, or a horror story.

The sounds are rather serious and the music is very tense and all of the characters are shown with serious faces.

Towards the ending of the clip there is a floating balloon. Not only may the audience believe that something peculiar is going on, but they might also consider the possibility that this is all aimed at children as the adult in the room can not see it. This mysterious balloon could either symbolise a ghost and that the child that is witnessing it floating is going to possibly die, or that the whole film could be miss leading and there is magic or wizardry involved.

No adults have any main roles in this clip, therefore the audience could possibly consider that the children are making everything up and all of their accusations are false, whereas others may sympathise with the children.

This response is focussed on a limited reference to the stimulus materials and tends towards an explanation of the narrative and mise en scene with a lack of

explanation as to how the text fits the genre codes and conventions, there is also a distinct lack of reference to theory.

Q12 The film Black Panther was praised for containing positive representations of black culture.

Evaluate how the media represents different races and cultures.

Use any of the clips provided and/or any other media texts that you have studied.

The question relates mainly to the phenomenon of the Black Panther movies and how it was considered ground breaking in terms of its representations of culture, however, learners were encouraged to reference wider texts and should address media theories relating to representation within their responses. In general, most learners were able to provide suitable responses and to provide some cultural comparisons and reference changes over time. Many lower level responses tended to lack reference to media theories, of which there are many to choose from.

18 marks

The media represents different races and cultures as a way of praising the world on becoming more accepting on these different races and cultures. There are more diverse movies now than there were before and the media praise themselves on that.

The media is one way of educating those on how far the world has come in terms of diversity and presenting different races and cultures as equals. These types of movies are made for the sole purpose of educating the world on the past, for example, movies with the dominant ideology of how the world used to work surrounding black people and the inequality presented between white and black people.

Stuart Hall's theory on representation links in with the cultural uprising and equality in the modern day, the reflective approach of his theory is clearly presented in many films such as 'Black Panther' to show the heroic acts of anyone no matter what race or culture.

Black Panther was praised for containing positive representations of black culture by presenting a black hero, the representation of a black hero, even in cinemas now is different from movies we usually see, purely because in the past the acceptance of black people wasn't something the world was rising to, the older generations still voice their opinions on the equality of different races and cultures due to their childhood and how things were years ago. The film was praised because of the uprising of equality and how still now, the world hasn't fully come to terms with where it used to be and how much it's changed.

Many kids TV shows cast actors and actresses from a variety of different backgrounds which would have been unheard of many years ago. Disney channel cast people with different backgrounds to allow children to view this equality and provoke association with the movies to real life situations to allow them to grow up accepting this uprise in equality but also provide them with the knowledge that this is how different it was years and years ago.

Many magazines such as Elle or Cosmopolitan present models from all over the world, the normalization of linking culture to something beautiful, like the way they present these men and women and sort of over-emphasize their acceptance for the world and the different people in it is a positive reinforcement for society and how everyone should view the people living amongst us.

There is no such thing as over-emphasizing the diversity of products being presented by the media due to the fact that still, not enough of it is being presented, which is why 'Black Panther' was praised because of the pure fact, equality still hasn't been conquered. The normalization of different races and cultures for the newer generation are normalized due to the fact of the upbringing of these young people in a world where pretty much everything is accepted, but for the older generation, equality is unheard of, the dominant ideology of the older generation and the teaching from churches, schools, parents etc.. is that nobody is equal and some people, races, cultures etc.. are superior to another. Which is why the media educating people on the importance of equality is a positive thing because not only does it allow the younger people to view the world as a place where everyone is accepted, but also the older generation start to view the world as an uprising of equality and acceptance.

Media products such as TV shows and films presenting black people as equal to white people is the start of a breakthrough for this equality the world never had, many years ago, the reinforcement of education through sources of the media and other media products presents the change and how the world is still changing.

This response has been awarded top of the top mark band, the learner has provided some suitable examples across different media texts and has cited a range of changes to media texts over time. There is limited reference to media theories throughout the response, however, the overall observations and commentaries are so well considered and developed that it would be punitive to penalise the learner for the lack of theoretical context.

8 marks

In the film Black Panther, there are many different representations of black culture, the majority positive. One of the film's main characters, T'Challa/Black Panther, was represented as being very powerful and fearless. As the king of the nation Wakanda, he had to ensure the safety of his people at all times. An early scene in the film shows him doing just that when he saves some of his citizens from a group of Human Traffickers. To do this, he fights off the men, who are all armed with assault rifles. This scene shows fearlessness very clearly, as T'Challa

had no worries of the threat that these men may pose to him, and cared only for the danger they were to his people. The fact that he thought of a group of heavily armed men, alone, shows his power. It shows just how skilled of a fighter he is as he takes them down with relative ease, and doesn't suffer any damage to himself.

Also in Black Panther, the character Shuri is presented very positively. Shuri is shown to the audience as being a very intelligent woman, as she invents the majority of the groundbreaking technology that is owned in Wakanda. This is what prevents Wakanda from being a third world country, as they already have everything that they need and they would not gain anything from trading/purchasing from other countries. This means that the intelligence of Shuri is responsible for how rich the nation is, as it would be very poor without her understanding of technology. Shuri is also shown as being quite laid-back and joking with other characters, making her seem more likable and repeatable to the audience. This is a very positive thing as it allows there to be a character for people to identify with, and this doesn't happen often in movies featuring black characters do the media's use of stereotypes.

These positive representations of a black character are very important due to the fact that they are actually quite uncommon. The majority of the time, black characters in the media are reduced to stereotypes instead of being well-made and positive characters. This is also why Black Panther was seen as such a big cultural significance, due to it's consistently positive representations of a race who rarely get such a thing in media.

This is a good example of a middle mark band response, the learner has picked a few examples from the stimulus materials and has done a reasonable job of identifying how this relates to representations of culture. The response lacks balance and discussion of the representation within a range of media texts or changes over time.

Summary

Based on their performance on this paper, learners should:

- Use appropriate technical language throughout your responses, ie. Use the correct names such as transitions, cuts, fades, shot types and angles etc.
- Tailor your response based on the command word in the question, eg. explain will require an expansion of a point, discuss requires looking at both possible points/arguments, evaluation will require some form of conclusion.
- Use the number of marks awarded as a guide to the depth of response required.
- Be clear about terminology used in the specification as these words will be repeated in the exam paper, eg edits, camerawork, use of sound.
- Know the different theories and theorist and be able to apply them to both seen and unseen texts

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