# GCSE and GCE Examining Bodies

<table>
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<tr>
<th>Examining body</th>
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<tbody>
<tr>
<td>Centre number</td>
<td>57353</td>
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<tr>
<td>Candidate number</td>
<td>4205</td>
</tr>
<tr>
<td>Subject/module title</td>
<td>MEDIA STUDIES</td>
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- Use black ink or ball-point pen.
- Write the information required in the spaces above.
- Use both sides of the paper.
- Write the question number in the left-hand margin.
- Rule a line across the page after each answer.
- Do all your rough work in this answer book and cross it through without making it illegible. Do not tear out any part of this book. All work must be handed in.
- Write the numbers of the questions you answer in the order attempted in the left-hand column of the boxes opposite.
- Check that you have written the information required on each additional sheet used and have attached each sheet to this book.

**Write here how many supplementary sheets you have used (if any).**

## Question number

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<tr>
<th>Question number</th>
<th>Mark</th>
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<tr>
<td>A1</td>
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<td>B2</td>
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Total 82
The camera tracks the man as he walks on the two paws close up.

Handheld camera following the chaos caused by the man. Handheld camera is Tilt shot to show the man over the prayer.

Zoom on the woman in the cell. Strong power she has.

Low angle shot on the man to show perhaps less important. Then the woman. Then in camera as it moves. Tracking shot. The camera looks up to her looking her control.

Handheld camera as he is sliding down the rope.

*Over shoulder shot of the man. Then just in front of the woman.

Send the woman should be. Rent to signify her panic.

Non-diegetic sound over the top showing the woman being away.

Dramatically sound of the prayer. The sound of the prayer. The music is the prayer.

Music enters the scene. Calms down and calms only her people.

Kind of days building towards pace. The music quiets as he runs away meanwhile.

Mise en scene. Woman only. Shows every person is not going to be controlled by the man.

The woman wearing black leather clothes and carrying a gun. Shows she is powerful and can take care of herself.

Both delays building up. Manipulating. Woman are powerful. They are winning at dawn. Doesn't speak with the man.

Music is world story. Spacey, poetry, a story.

Fear, anxiety, quick jumps.

Ending shows down when its a conversation, quieter when action is happening.

Man flies to the woman on the prayer. It then cuts from her face.

To the shot showing her control of it.
The representation of gender in the extract of Pinocchio is one that portrays both male and female similar control and power.

The extract starts with a conversation between a man and a woman. The woman shows the power she has by neglecting the questions from the man and walking away from him, which she then departs in. The decision of the woman to leave shows she is not influenced or bound to make decisions that are made for her own choices.

There is then some non-diegetic music over the hop which is used as a bridge between the two scenes. The music fills the transition of shot and continues as the camera slowly zooms into a jeep, suggesting the camera zooming in is done so the audience can see who is controlling the digger, a woman. This shows the power and control the woman in this programme has that the stereotype of 'women can’t do men’s jobs' is not followed through. The sound of the digger churning up mud period with the non-diegetic music over the top creates a sense of mystery and intrigue, and this is indeed what the characters are doing. The male character who is on the ground next to the end of the digger is too seen through a high angle shot. This is done not necessarily to show the man is of less importance and being looked down upon by the woman (that is seen via a high angled shot), but it is done to show that the man is no more important than the woman who have been a hiring of help represented as weak and unneeded. The man then leaves the scene with authority after being spotted looking at the tools on the digger, he stands to the woman looking at her to stop digging. This shows that although the woman has the
in his hands she will still listen to the man.

At this point in the scene (after much scenery of
dive ups of the woman and then of the cactus out of
ditch to show her pain) the scene becomes
violent in the fight between the two. An off-shot rear view
of a sabre toothed tiger knives some exotically dressed man
wearing a suit and hat. The tiger then comes into frame and
begins to attack the man who has now climbed down into the
ditch which was dug. The audience this time has a lesser
eye view looking down to the man who is now
precarious and vulnerable in the ditch and helpless to
defend himself against the tiger. It is at this stage the
woman in the scenes attacks the tiger and runs wildly
across the stage. Constant jump shots are used in comparison
to the slow cuts before to show the pain and pace of what
takes place. The woman who uses the machete to hit
the tiger again shows the audience that it is in their
scene that has the most power. Splashing of mud is
seen on the camera to make the
audience feel as if they were really there.

By this time the man has managed to climb out of
the ditch and started to the tiger he chased him. A
jump cut is used to switch from the
woman down to the tiger who then goes in chase of
the man.

The non-diegetic music and quick jump shot editing is
maintained as the tiger chases the man. The man
becomes like a ladder and then begins to ascend. This is to
re-establish
the viewing distance and power over the tiger. When
at the top a series of three very quick cuts are
executed. Thus these shots are all focused in the
man
and it shows the thug hot on his heels. The man jumps off the top (on a zip wire) the camera becomes hard held once more, as if it was upon the 
character himself. This is done so the audience really feel they're with him. The ever descending zip wire 
shows that the power the man has is ever decreasing 
as he drags between men and hujr narrows. Another 
fill shot is used to match attention from the man easily 
carrying down the zip wire to the bodyguards on his 
heels. After a squirmish in which the quick paced 
music and jump shots from the hujr to the close ups 
of the man (showing his pain) off to the left. The scene 
cuts into shot nice smooth. The music in scene then 
really shows the power and ruthlessness she possesses. 
Dressed in all black and carrying a gun (the forebode) 
death has ahold of them selves of the hujr. She starts 
cut down. Just then is the type rests away due to 
the loud felt synchronized sound of the gun shot. 

It is at this point that all music and editing slows 
down. This is done to represent the equilibrium which 
has just been re-established. The extract follows Joah 
within that all have calm then effects of desequilibrium, 
the hujr) disrupts all and men calm very rapidly. 

Numerous forewar scenes happen twice in this extract 
the recent example being later. 

Now all that is left is one more another jump as hujr 
sees the main male trailing in a regional scottish 
current to the rest of his team. The camera has 
been on a port of his aim to show he is the leader 
and the other four people are with in respective 
sheds. The music in scene is similar here as all but 
one of the characters seems to be uneasy exactly.
appropriate clothing. The character who isn't in every scene is the one the audience can't watch. The character who does get noticed is the one the audience can see. The character who makes the other character aware of a.run into 13 key actors so that they need to go and relieve. There is a. tragedy that the character would cause all the characters to watch that reach. The music has quickened. We must act and the audience audience is aware that the slide example of Terrors equilibrium theory is about to occur.

The music which has become quite urgency us land suddenly drops with his change of scene. This is to show the action reaction of a. character. between man and a woman. The music in scene shows that the woman who is feeling a white post erectile has gone over to my weary finely eyes. No post erecticle also shows that she is more預期. She was so blackened and manipulated the man. The over the shoulder that when looking at the man is not recognizable when looking at the woman. This is meant to symbolize that the audience can see the side of the woman when the man looks away he opens a gun and a woman of great deeper place. The man deeply captured and has held control over the standard of the key he throws the woman down. The high cycle starts looking down onto the & woman. She is helpless. The seating becomes much higher now & power (triggered by the large bite from the dog) on surface. The large non-credible mnt and handheld camera suggest that the woman will soon die.

Never to much again suddenly drops as the sun sets three people with guns slowly move in.
Put the class. A Hayden Phelc comes mid behind the Nine people to how the picture is on their side. They are here the power and the masses (according to popp theory) is saved.

Overall the extract really presents men and women to be just as powerful is each other. With women in control of ICBS and men leading women with equal the power is equally distributed within the extract. Although the men are the leaders of the team and the other almost killed a woman, the equality for women and strength in the form of brute force and manipulation is just as strong.

Even: 17  Even: 17  Team: 8  4:2

B2. The continuing development of digital media technology will have contrary effects on the institutions and audiences. Evidence has shown that throughout the technological development that film, although threatened, has managed to withstand and maintain its high profile.

Many big film companies and conglomerates such as AOL Time-Warner and News Corporation use the development of digital technology to their advantage. Through these new advances in technology they have been able to promote and publicize their film effectively in very busy areas of the cinema to make a profit. A good example of this is Spiderman which was made in 2003 by Sony Brothers. They used new technology they were able to promote and publicize their film effectively, many more people knew about it. They were also able to use technology such as DVD to create a soundtrack, they published a book, and sold millions of pounds worth of merchandise (eg. the hord now, up to-date technology).
They are also able to make many of their disk and video sales which because of new technology such as the phone and internet downloading has new been expected and has many made from it this method not heard of ten years ago. They are also able to use the latest technological advances in going to their advantage. By catching up with the latest style whether it be Xbox 360 or PlayStation 3 they are gaining a freebie of the pole this year on the film (averagely 3-4 million dollars) for something which could potentially earn more money the film itself.

Author belief these mega multi-media conglomerates like it that of Cunningham, this is where two forms of technology can be merged into one. It helps with publicizing the product (people can now able to watch trailers and films on their phones) which the studios are highly been in because the more people that know about their film the better and if it messes up with new forms of technology may deem it worth the risk.

Our case study Warner Title need not to be able to spend much money on the marketing of this product. Because they were a independent company they could not exploit the latest technological like the Mega Studios can now. This was a problem that the soon solved it. At first with the budget of 250 million which was mainly made up by the fans which had plenty of money available to market and publicize their product through advertising and Cunningham. Tim Benson Co-founder Warner Title then says that. 'It is essential for an independent company to gain strong financial backing from a studio if they want to be in film making for the
**Question number**

<table>
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<tr>
<td>You know: This is what Kevin Gill did and it may</td>
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<td>say to some other movie films which seemed out of their</td>
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<td>range previously. Sally Title is a great example of how an</td>
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<td>independent company have become a huge film studio</td>
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<td>business. Although my friend again Sally Title is no</td>
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<td>longer independent Tim Bevan believes, &quot;we are independent</td>
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<td>in spirit but with studio backing.&quot; For many independent companies</td>
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<td>they are suffering from the advancement of new technologies</td>
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<td>because they are simply not able to take advantage of</td>
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<td>them. Now the only films people hear and see about are those of the big conglomerates.</td>
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<td>Moreover there could be negative effects on the institutes.</td>
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<td>Whilst little traders benefit from being about film sales can</td>
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<td>no longer be as they once were. The advantage of new technologies has come so far</td>
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<td>in the recent years that if my average people are not going</td>
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<td>to the cinema at all. With the emergence of powerful TV stations and</td>
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<td>hi-tech gadgets which makes films can be watched at home for a much cheaper price. The film companies are the risk</td>
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<td>of attracting no one to the cinema. In the 1930s-60s</td>
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<td>with the decline of powerful studios and the emergence of</td>
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<td>TV is making people more likely to keep cinema. However,</td>
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<td>this is prevented by new technological advances by the</td>
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<td>television and film companies themselves. In 1969 the lowest</td>
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<td>recorded cinema attendances were recorded. The year later</td>
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<td>1969 the first ever multipler cinema was unveiled in</td>
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<td>London. This innovation saw cinema attendances rise dramatically. Similarly, even after the predicted decline</td>
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<td>of cinema, blockbuster were released in the 1960s and cinema</td>
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<td>prices rose as well. The emergence of the blockbuster hits</td>
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<td>&quot;Star Wars&quot; and &quot;Back to the Future&quot; not only attracted more people to go</td>
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<td>to see the films, but the film makers also discovered new techniques to make profits. Merchandising took off. The</td>
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advancement of new media products has always been an issue for the film industry. The innovation and ideas of digital media, particularly DVDs, have all been brought in to try and combat the ever-increasing technological products. For the film industry to continue thriving and finding new products which will sustain their popularity, they will have to come up with new ideas themselves. Another recently become the highest-grossing film of all time is the $200 million movie and a significant factor in this is the fact that it was in 3D. These new innovations need to be very broadened if the film industry is going to survive the threat of new technological advances. The split between media technology has been one which has lasted for many years since the start of cinema and in order for it to keep going both parties need to continue fighting to out do each other.

Overall, the constant development of new digital media can have both positive and negative effects on the industry and on an audience. They can be used to the advantage of the company in the form of synergy and convergence in order to promote their films better. With this idea well for the main movie making companies, the smaller, independent companies lose out and miss out. They simply don't have enough money to make use of the new technological products, not being able to reuse the old, hence it chases them away when they were bought by Universal as they no longer have financial pressure upon them (although it could be argued one profit is an even to make global films). This way of the technology works for the audience as well as it makes them aware of more films more quickly. However, the increasing popularity of the new technological products could even less people go to the cinema. They may perhaps choose to stay at
To avoid this the film companies need to continue trying out their own technological innovations so they can fight the popularity of the separate digital products. The firm has gone in for many years and does not look like stopping soon. The development of new technology could have positive effects on the company if the trend stays as negative which means they have to work harder to make themselves more popular.

Era: 16
EG 16
Term: 8