GCSE and GCE Examining Bodies

Examin ing body: OCR
Centre number: 57353
Candidate number: 5230
Subject/module title: Media Studies GCE
Paper reference: G322
Surname: Barrett
Other names: Alice Katie
Candidate signature: [Signature]

- 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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Discuss the ways in which the extract constructs the representation of class and status.

**Mise en Scène**
- Class divide suggested between
- Clothing
- Merlin doesn't act as though he is afraid, despite Arthur's royal status
- Arthur is surrounded by other men which gives him more power
- Woman is wearing a deep, purple dress which suggests wealth and flamboyancy.
- Doesn't catch weapon - weakness
- Other man is in armour
- Magic is his gift and if he cannot use that he is a "nobody"

**Camera**
- Establishing/long shot - medium shot
- shot reverse shot/over the shoulder
- close up of eye - magical abilities
- Frantic camera movements
- close up of book
- Two shot & establishing shot looking out of window - eyeline
- Shot reverse shot - close up of man's face
- Two shot - over the long/long shoulder shot
- Shot reverse shot - close up of man
- over the shoulder shot
- Two shot - over the shoulder shot
- High angle - on floor - vulgar/brutal

**Editing**
- walking around the village
- fast pacing in the fight scene
- close up to - cuts to man
- close up to - pans to
double exposure

**Sound**
- haunting/foreboding
- music suggests
- including secrecy - adds tension
- enhances diagecic sound of footsteps
- symphonic music in fight scene
- enhanced sound
- when woman is seen in mirror
- music changes

**Additional Notes**
- Woman of higher status - man (anyone) music stops
- Whoooshing brush when blonde man is turning it in the air.
In the extract from the BBC series 'Merlin' many different techniques were used to represent class and status. An establishing long shot was used to show the audience where the scene is being set and in this case it was the inside of a castle. This was followed by a medium shot of Merlin opening the door carefully. The non-diagnostic music at this point was very haunting and foreboding which gave the impression that Merlin was intruding - creating tension for the audience as it suggests secrecy. Many close up shots were used such as a close up of straw which was enhanced by the diagnostic sound of rustling, the 'potion' being placed on the table which was accompanied with an enhanced diagnostic thudding noise and also Merlin looking at a book which was also shown through a close up. The haunting non-diagnostic music continued to play as the scene cut to a woman approaching the room. Her diagnostic footsteps were audible over the music which once again added to the tension. However, as she enters the room the music becomes quieter and this suggests her power. Over the shoulder shots were used which herself and Merlin were having a conversation. Shot reverse shots were also used to give the conversation a quicker pace and make it more realistic. When the woman catches a glimpse of herself in the mirror, the non-diagnostic music changes and becomes very loud and thunderous which suggests shock and implies that she may not be what she seems. The status of the woman is higher than Merlin's because she is seen to be wearing a deep purple dress suggesting wealth as she can afford flamboyant clothing. This also implies she may be royal and therefore of a higher class. Merlin is wearing ragged, peasant type clothing which suggests that he is
of a lower, more working class background. Merlin seems to be intimidated by the female character and this strikes the audience as being unusual because at the time that the drama is set, men are of a much higher status than women as they earn the money and women are mothers and stay at home. Thus, therefore, reinforces the idea that she maybe of a royal status and he is afraid because he is trespassing.

There is a pan used when the camera follows Merlin walking into the village. When the blond man calls to Merlin there is a medium shot before he stops and a close up is then used to portray the different character’s facial expressions and reactions to the insults. Once again, shot reverse shots and over the shoulder shots are used to keep the conversation at a quick, flowing pace. As the blond haired man is wearing armour it is suggested that he is a knight or of of a high status compared to Merlin who is lower in society. The blond man is surrounded by others and this suggests that he is viewed as being powerful. However, it also suggests that he cannot protect himself and needs others around him to feel secure. Although, Merlin is clearly of a lower status and class he stands up for himself and suggests that he could easily win against his opponent. He is not afraid despite the fact that his opponent is more powerful as he has been “trained to kill since he was born.” Through presenting the characters in this way, the producers are breaking the stereotypical views of the division between high and low class societies as Merlin believes that he possesses an equal amount of power as his highly trained opponent who is of a higher class. However, when Merlin
doesn't catch his weapon which is thrown to him. His weaknesses are displayed when the fight scene begins, non-diagnostic, symphonic music is played and it is combined with frantic camera movements which suggest the struggle between the two characters. A combination of long shots and close ups are used so that the situation can be viewed from different angles. The scene then cuts to an elderly man looking out from a window and an eyeliner match is then made to show the audience that he is watching the fight. The diagnostically sound of the fight such as weapons clashing as been significantly enhanced during the editing process to make the audience feel more involved in the action. We see a close up of Merlin's eye is shown to display his magical abilities and then another eyeliner match is shown to display to the audience the effect of this—the opponent's weapon becoming caught. When Merlin is thrown from a high angle shot, lying on the ground his vulnerability is suggested. The scene then cuts to a close up of the elderly man stood in the crowd, and before cutting back to Merlin a close up of Merlin who has been momentarily distracted. When he is hit and the blond haired man turns the weapon in the air a 'whooshing' diagnostic sound is heard which has been enhanced. Once again as the opponent is stood over Merlin it shows his dominance and power. Finally, a true shot is shown, which is also a long shot, between the elderly man and Merlin. More shot reverse shots and close ups have been used to display facial expressions and reactions. Merlin expresses that without magic his status is lowered and he becomes a 'nobody.' He will therefore have no respect and be treated as though
he is a lower status citizen, when in fact he is a very powerful wizard.

2. "Successful media products depend as much upon marketing and distribution to a specific audience as they do upon good production practices." To what extent would you agree with this statement, within the media area you have studied?

If we consider the statement from the perspective of the film industry and explore it through the examples of Working Title Films (WTF) and Warp then it is arguable whether this statement is solely true.

WTF began life as a fully independent film production company and made films which displayed a harsh, real Britain aimed at niche British audiences. However, since their reported $600m deal with film giant Universal they have lost some of their artistic integrity and have made films which are more likely to appeal to a more global audience, particularly America. Films such as "Notting Hill" are specifically tailored to suit an American audience because they depict the ideal Britain which America wants to see and is more likely to be successful on a global scale.

Warp films and sister company Warp X continue to make films aimed at niche British audiences and which depict a gritty version of Britain. Warp X is fully dedicated to distributing digitally, filming digitally and screening digitally. Although filming digitally does not present a particularly aesthetic outcome, the film company uses this aesthetic to add to it's overall appeal.
Although good production practices ensure a film which will appeal to a wider audience it is not the only way a film can guarantee to be successful. The Warp production, 'Dead Man's Shoes' was shot in 3 weeks and this was done to achieve a film which was both realistic and believable as well as grabbing the niche audience it was aimed at. As Warp distribute digitally they have also set up an online store - warpfilmstore.com - where their specific target audience can view trailers for both new and old Warp films, see reviews of the films and purchase them all from their own home. They can also sign up to the Warp mailing list so that they hear first hand about the newest releases.

For a company like Warp, distributing through the internet is a great business opportunity as they would have to fight for shelf space if competing with a company like Universal and would make a very small profit as their films do not appeal to audiences on such a global scale. Warp have not limited themselves to one website, they are also distributing via iTunes which means that their films are being seen by a wider audience and therefore they will make a higher profit.

The decisions made in relation to where a film should be shown also affect its success greatly. For example, niche films are usually shown at art houses rather than multiplex cinemas because they are not aimed at a mainstream audience. Also, if a high percentage of the Indian population live in a certain area of Britain, a Bollywood film would be very successful if shown there as it is tailored to suit that specific audience.

Marketing techniques such as TV spots, trailers and posters are essential in ensuring a film is successful. However, the
The most important form of marketing is viral marketing. Word of mouth attracts the highest amount of popularity to films. Therefore, advanced screenings are organised so that people can tell others to go and see the film. Also, the opening weekend of a film usually makes or breaks it. If it takes in a large amount of money that weekend it is usually successful as good reviews are written encouraging others to see it. However, if it does not spark interest over these essential first two days then it is likely to never gain a substantial amount of success.

Overall, I would agree with the statement, but I think it depends heavily upon the ways the film is distributed, produced and marketed to suit its intended audience.