GCSE and GCE Examining Bodies

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Paper reference: Key Media Concepts (TV Drama) 6322
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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).
<table>
<thead>
<tr>
<th>Plot</th>
<th>Sand</th>
<th>Mis-en-scene</th>
<th>Lighting</th>
<th>Camera</th>
</tr>
</thead>
<tbody>
<tr>
<td>Melvin enters</td>
<td>Suspense</td>
<td>dropped clothing</td>
<td>close up</td>
<td></td>
</tr>
<tr>
<td>Music to support mood tone</td>
<td>Mimes, groans, etc.</td>
<td>close up</td>
<td>shot</td>
<td></td>
</tr>
<tr>
<td>Girl enters</td>
<td>music high</td>
<td>Purple dress</td>
<td>close up</td>
<td></td>
</tr>
<tr>
<td>More shots</td>
<td>music high</td>
<td>character normally</td>
<td>close up</td>
<td></td>
</tr>
<tr>
<td>Between shots</td>
<td>fragrant</td>
<td>(M) infant, 3 guns</td>
<td>close up</td>
<td></td>
</tr>
<tr>
<td>Close-ups of clothes, hands, legs, shot</td>
<td>character normally</td>
<td>behind, close up</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Fight Begins:**
- High pace
- Armor vs.
- Music of
- Soldier
- Music of
- Weapon
- Weapon
- To make it more real

**Motivating home:**
- Sound of the change in building
- Crash of doors
- Lots of cars
- Very concerned
- Camera angle of by high

**Fight Ends:**
- Music ends
- To suggest victory of soldiers

**Shot:**
- Establishing shot

**Feelings:**
- Of increased pitch or music to suggest the suspension

"I was asked to, as he gives you cues, leave normal background music to suggest humanity."
Class and status are represented using a number of techniques from the four main technical areas.

At the start of the extract, an establishing shot of a wealthy home is shown. Expensive décor and windows dress the scene. Non-diegetic, asynchronous music is used to suggest something may happen. This continues to be played whilst medium shots of a male character, Merlin, enters the room. The suspenseful music may suggest that he should not be here, especially as Merlin is dressed in scruffy, dock clothing, which make him appear lower-class. He does not represent someone who would own such a home. We then see Merlin enter another room, the room obviously belongs to a much richer, upper-class person as we see jewels, decorated furniture and dress. Close-ups are used to ensure the audience see this. These are then followed by cuts to Merlin facing a close-up of Martin's face. The pacing of these two shots creates juxtaposition as Merlin cannot afford such jewels.

There is a cut to a tracking shot of a woman. The woman is obviously of a higher class as she wears a royal purple dress and she walks confidently to suggest status. The non-diegetic, asynchronous music changes pitch and tone to suggest her status. It also creates tension as she is about to enter the room. She then enters the room and two shots of her and Merlin are used to create, again, juxtaposition between the two different classes of people. The woman is
more dominant in the frame to suggest her status.

The next extract shows a fight between Merlin and a rider. Merlin enters the shot through a doorway and is seen riding a horse in the background. The scene is set in the garden of a large house. Merlin is seen entering the house through a large door. The camera moves to show a close-up of Merlin's face.

The background music changes to a rhythmic, syncopated melody. Merlin is seen riding a horse in the garden. The camera focuses on Merlin's face as he rides.

A fight breaks out. Heightened, (ludicrous) noise of the weapons used. The sound of the weapons is heard throughout the scene. Merlin in a t-shirt and shorts,Engelbert. The noise is amplified by the use of a medium shot of the characters in action.

In many parts, there are medium shots of Merlin which suggest he is more dominant over the gentlemen. This challenges our assumption that Merlin will be killed straightaway in the battle because of his lack of weapons and protection. The audience is then shown an extreme close-up of Merlin's eye as he...
if changes color immediately, a cut is used. The cut cuts to a medium shot of a box being struck by itself, followed by another cut of the box being knocked to the floor. This challenges the audience and forces them to question whether or not Melvin has 'special powers'. This changes our judgement on Melvin, as we previously thought of him as a vulnerable, lower-class guy. Here is now more to him than expected.

The scene ends with Melvin entering his home, a run-down little room which clearly belongs to some person. Melvin appears angry and close-up shots are used to show his emotion as he reveals his magic powers. Overall, class and status are represented using mise-en-scène and sound, but camera work and editing help contribute to challenging our stereotypes and expectations of individuals who appear to represent class but are actually challenging it. The

2. Planning

- Film need to be seen by people to be successful financially.
- Marketed in the right way. - VTF = word, TV, etc

Warp = word-of-mouth, own website,

Indie mops.

Synergy

Conversion
2. Marketing and distribution stages are crucial to the success of a film and I agree with the statement. Films are produced to be seen and these two stages are crucial to ensuring that happens. The film studios can often spend just as much money on marketing and distribution as they do on production, but the level of money and effort spent on both marketing and distribution of a film can vary on the size of the film and its target market. For example, blockbusters such as 'Avatar' will spend hundreds of millions of dollars on marketing the film. This will include television ads, Internet ads & websites, PR (magazines), cast tour to promote the film, billboards in cities and on buses. This level of advertising is because the film needs to be seen by a large audience to generate maximum revenue.

Working Title Films are a British production company ran by Eric Fellner and Tim Bevan. They began by making films for niche audiences, first with their film 'My Beautiful Laundrette', but since being bought by Universal (a subsidiary of NBC Universal), the type of films they now make have changed - and so has the way they market and distribute. As Working Title now make mainstream films for large audiences, they need to market and advertise the film to ensure it is seen and heard of by the large audience. They can use every media channel (like TV, Radio, Magazine) to publicise their film, but being part of NBC Universal has made this even more effective. NBC Universal are one of the largest media conglomerates in the hand and here Saturday morning the NBC news, Universal music, NBC TV channels, E! entertainment
and deal with publishers. If writing little wanted to have their film featured in 'E', then it add we synergy to feature on their channel. Synergy is the term used when media companies owned by a conglomerate use each other to benefit one another. If WTF wanted a ride made at Universal Studios Florida (an NBC set) about their firm then they can use synergy to do so. Synergy is extremely powerful and effective for WTF. It means that their firm can easily be seen by many large audiences to ensure it makes a lot of revenue.

Writing little films are said 'we spend 90% of our time juggling financial and distribution deals around'. Now WTF are part of this large media conglomerate, NBC Universal have their own distribution meaning that their film will automatically be distributed to all cinema multipliers and held. This is because of the power that Universal have as they can guarantee cinema venues (from their marketing campaigns). A benefit of this is that WTF can now focus on making better films than now marketing & distribution is easier being owned by a conglomerate.

For an independent agency, making marketing and distribution can be extremely difficult as often their films may take years to get a distributor to take on the film. Independent film companies cannot benefit from synergy so rely on marketing the film themselves and using external companies such as PR firms to assist.

Warp are an independent British film company in Sheffield and produce films for niche markets. They are also connected to Warp X and Warp Music with a sister company. Warp has not yet the presence of
a large studio system so are more free to produce creative and different films. This changes the way in which they market and distribute as their audience is much more reviews and niche. They rely on marketing through viral strategies that their niche market are involved in. Viral Marketing is key to their marketing strategy. Viral may place a trailer on YouTube and it may be viewed by on a consumer's phone. Technological convergence between the Internet, phone and social networking sites mean that they converge can fun, spread, the word by tweeting or texting about it. Viral may then decide to target their audience through TV and magazines. Little White Lies is a niche film magazine and hope may get an article about their new film. They may also place the trailer on its website in an ad break between a programme that their target audience are watching.

In terms of exhibition, there will need to channel their niche films. Were their audience may watch it. This may include the exhibition of the film at small, art-house cinema or playing it on small screens. When releasing, Viral will release it online as their target audience on the Internet uses. They recently set up 'viralfilm.com' - a hub to sell their niche, indie, films online. This will become a destination for niche film viewers.

Overall, Marketing and Distribution is key to the success of the film. The level of it depends on the size of the film and size of the audience. Sydney
help large companies to attract wider audience.
And technological convergence assists with this.