GCSE and GCE Examining Bodies

Examiner's number 57353
Candidate number 6099
Subject/module title AS GCE MEDIA STUDIES
Paper reference G322/01
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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

Total 89
Camera, close ups. Long shot of family.
Mother in shot of son, claps on doors.
Between sons.
Son in backyard at school. Close ups.
Close ups of faces.
Tense, fire, lone, pass, loose.
Mix or scene: Bedroom light, colour, linen, plain.
Son 1 in bed (closed). Son 2 in light (closed).
Bedside mess.
Light on plants.
Classroom.
People.
Smoke from gates.
Leave gap.
Class.
Diagram.
Voiceover.
Beach boys.
Background noise.
Saw.
Class.
Light on son.
Quiet.
Floor packs.
Desk.
Stop.
Bass.
Music slow, lively.
Partition.
Those with disability are vulnerable.
Family can move for son without.
The first shot is an aerial shot of the two brothers' bedroom which also acts as an establishing shot. On one side is Ben's side, then the brother without the disability is on the other. There is a clear division in colour as Ben's side is littered with bright colours and contrasting textures. The other brother's side of the room has a monochrome look, only using black and white giving it a heavier and more adult feel.

There is a non diegetic music playing; it has a jovial almost cheerful tone that contrasts greatly with the content of the voice over. The voice over is spoken by the brother without a disability and although breaks of at moments during the extract it's a flowing commentary of the other brother's feelings towards Ben. The camera pans around the brother slowly, giving the impression that he has been staring at Ben for some time now. The action then cuts to a close up of Ben asleep, the camera then zooms in representing his vulnerability.

The action then cuts to the kitchen where the two brothers and their father are having breakfast with the mother in the background. The action then cuts to a montage of clips displaying different points of evolution in black and white as the other brother talks about killing Ben. It gives the audience a strong feeling that the other brother believes only the
Strong Survive.

The action then cuts to the outside of their house as an establishing shot. The non-diegetic sound of the Beach Boys cheerful song "Wouldn't it be nice if we were older" plays, illustrating the other brother's feelings. The action then cuts to the kitchen where the boys are having breakfast with their father whilst their mother gets ready to leave in the background. The sound of the Beach Boys becomes diegetic from the radio and slowly fades out.

There is a close-up of Ben as he clumsily lifts his spoon to his mouth; again highlighting his vulnerability. The other brother goes to the cupboard and whilst a close-up of his face reflects his annoyance "There is nowheatbix!". As his parents defend Ben's actions the camera fixes on Ben but parts of his mother's body come into the shot representing how Ben needs the full support of his family. The kitchen itself is bright and open with many different plants suggesting that all kinds of life flourish in the family home.

The mother and father are only fully in shot for small periods of time before the action swiftly cuts off of them, suggesting that their authoritative presence is not always felt by the two sons.

The action quickly cuts to
the two brothers at their bus stop. Ben is dressed in a light shirt whilst the other brother is dressed in a dark shirt highlighting and representing their different outlooks on life.

The action cuts rapidly to different shots of Ben playing with different toys as his brother sits at the bus stop beside him, representing how mundane he feels telling Ben to school is. As more people come to the bus stop the pair get closer together, representing how easily Ben could accidently fall into danger but also how isolated he feels without his brother. The bus rolls in and the gentle sound of it stopping is heard; this suggests how the other brother finds solace in school.

The action cuts to the other brother's class. The camera pans the classroom and the diaphanous sound of the teacher's voice is muffled slightly. The action cuts to an over the shoulder shot of the of the other brother drawing on a table, the image is of a strong looking horse; representing the other brother's wish to break free from his family. The action then cuts to the end of the school day as Ben is collected by his brother. The brother is being told by his friend about a party. As the brother considers leaving Ben to get home by himself his friend is always in shot, highlighting the peer pressure the brother now faces.
The brother hands Ben some money focussing on Ben in a high angle shot, showing his vulnerability.

The action then cuts to Ben on a bus. The music from the beginning of the extract plays but is slower, losing the cheerful tone and sounding more lonely. The persistent chatter from other kids on the bus is in the background as the voice over starts again. There are fast cuts to different faces on the bus; high-lighting Ben's differences. It then cuts to a slowed-down close up of Ben's eyes as the voice over says "We need space."

In tota the extract represents people with disability as vulnerable which conforms with the stereotype. However the extract also portrays them as light-hearted characters who attempt to live life positively which actually breaks the stereotype. Those with normal abilities however are seen as patronising and abusive in one way or another to those with disabilities.
Cross media convergence and synergy are vital processes in the successful marketing of media products to audiences, especially in the film industry. Big conglomerates such as NBC Universal use synergy on a grand scale. The film company Working Title Films became involved with NBC Universal after their film production company Universal took over them in the 1990's. Since then, Working Title films not only get produced on a bigger scale but their promotion and distribution does as well. Through links in other companies that NBC Universal owns, Working Title can not only attract their audience more but also advertise to them better.

The Working Title Film 'Mr Bean's Holiday' was released in the 2000's. To increase the hype for the film, other companies involved with NBC Universal released products that promoted the film; NBC Universal's TV Channels such as NOLC did special shows on the film, their toy companies created toys, dolls and their publishing companies released books on the film. By doing so, NBC Universal made money from the ancillary sales but also increased interest in the film.

Smaller companies such as Warp Films can also do this but, as they are not owned by a big conglomerate company, Warp would have to go out and find companies to
Convergence can also be used to market films and advertise them to the audience. With the new technology found in Android and Smart phones, "apps" can be used to promote films. Whether they display a small clip or let the audience play a game, "apps" are an excellent way of promoting films.

The internet is also incredibly useful in the promotion of films as it provides so many ways for the companies to advertise their films. Specific microsites can be set up to promote the film by providing the audience with some information about the film and even a teaser trailer.

Viral Marketing is useful on Social Networking Sites so companies often set up Facebook pages dedicated to a film. Film Companies might also set up a YouTube account and create a small video that the audience can share with each other in order to increase interest in a film.