Wednesday 7 June 2017           Morning           Time allowed: 2 hours
(including 15 minutes’ viewing time)

Materials
For this paper you must have:
• an AQA 16-page answer book.

Instructions
• Use black ink or black ball-point pen.
• Write the information required on the front of your answer book. The Paper Reference is MEST3.
• Answer all questions in Section A and one question from Section B.
• Write your answers in the answer book provided.
• Do all planning in your answer book. Cross through any work you do not want to be marked.

Information
• The marks for questions are shown in brackets.
• The maximum mark for this paper is 80.
• You will be awarded marks for showing that you know and understand:
  – media concepts, contexts and critical debates
  – how meanings and responses are created within media products and processes.
• You will also be marked on your ability to:
  – use good English
  – organise information clearly
  – use specialist vocabulary where appropriate.

Advice
• You are advised to spend one hour (including 15 minutes’ viewing time) planning and writing your answers to Section A.
• You are advised to spend one hour planning and writing your answer to Section B.
Section A

Answer all questions in Section A.

Read the information and the three questions below.

You will be shown two media products three times. In between these viewings you should make notes in response to the questions below. These notes will not be marked.

After these viewings you are advised to spend approximately 45 minutes answering the questions in Section A.

Media Product One – Moving image: “Thousands learn the hard way – can you see their potential?” – advertisement for the Prince’s Trust

Media Product Two – Moving image: “Facebook Friends” – advertisement for Facebook

The Prince’s Trust is a charity in the United Kingdom aimed at helping young people. The charity runs a range of training programmes, provides mentoring support and offers financial grants to build the confidence and motivation of disadvantaged young people. Each year it works with 50 000 young people, with around 80% moving on to employment, education, training or volunteering. This advertisement, entitled “Thousands learn the hard way – can you see their potential?”, was launched in January 2015.

Facebook is a social networking service with headquarters in California, in the United States. Its website was launched in February 2004, initially as a way of encouraging university students to communicate with each other. It has now grown into a global brand, and is at the forefront of the social media industry. In August 2015, Facebook had over 1.18 billion monthly active users. In February 2015, the company launched this advertisement, entitled “Facebook Friends”; it was the first moving image advert that Facebook had targeted at a specifically British audience.

Question 1

How do the two products attempt to create an emotional response from an audience? [8 marks]

Question 2

How do contemporary media products influence the creation of a British identity? You may refer to other media products in order to support your answer. [12 marks]

Question 3

It could be argued that many popular media products are superficial, preventing us from engaging with real-life issues. To what extent do you agree with this point of view? You should refer to other media products in order to support your answer. [12 marks]
Section B

Answer one question from this section.

You are advised to spend one hour on your answer.

You will be rewarded for showing independent study by using:
- your own individual case study topic
- your own individual choice of media products.

Either

Identities and the Media

Question 4

0 4 "... we need to live in cultures that no longer make assumptions about who we are or who we want to be ..."

In what ways does your case study highlight the different ways in which we construct our identity?

[48 marks]

or

Question 5

0 5 The media should enable individuals to develop and refine their own identity; it should not determine and control their identity.

To what extent does your case study support this statement?

[48 marks]

or

The Impact of New/Digital Media

Question 6

0 6 It is clear that the long-term future of media is online; media institutions need to find new and exciting ways to help audiences make the transition.

Consider this statement with reference to your case study.

[48 marks]

or

Question 7

0 7 With reference to your case study, explore whether the range of social media platforms available encourages social and political engagement.

[48 marks]

END OF QUESTIONS