Monday 4 June 2018   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 – AT&T advertisement

AT&T is an American multinational telecommunications company. It is the second largest provider of mobile telephone services and the largest provider of fixed telephone services in the United States, and also provides broadband subscription television services through DirecTV. This advertisement is one of a series that was broadcast on American television in 2016. Each advertisement presented the idea that AT&T offered a superior service to its rivals, suggesting that users would always “keep calm”, safe in the knowledge that their internet service would always be reliable.

Media Product Two – IBM advertisement

IBM is an American multinational technology company with operations in over 170 countries. IBM manufactures and markets computer hardware and software, and offers hosting and consulting services in areas ranging from mainframe computers to nanotechnology. Inventions by IBM include the automated teller machine (ATM), the PC, the floppy disk, the hard disk drive and the magnetic stripe card. This advertisement is for IBM Watson, a super-computer that combines artificial intelligence and sophisticated analytical software as a “question answering” machine. It was first broadcast in 2016 and stars the late Carrie Fisher, who is perhaps best known for her role of Princess Leia in the original Star Wars trilogy.

Question 1

How do the two products encourage audience engagement? [8 marks]

Question 2

In what ways could it be argued that we are now over-reliant on media technology?

You may refer to other media products to support your answer. [12 marks]

Question 3

To what extent does our online identity reflect our real life identity?

You should refer to other media products 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

The internet offers greater opportunity for everyone to express their identity.

Discuss the positives and negatives of this statement with reference to your case study. [48 marks]

or

Question 5

The media can have a powerful impact upon an individual's identity.

Discuss this statement with reference to your case study. [48 marks]

or

The Impact of New/Digital Media

Question 6

The internet is now dominated by hackers, viruses, trolls, fake news and cyber-war.

Does our increased use of technology pose more risks than it offers benefits? [48 marks]

or

Question 7

Constant technological change has created the opportunity for some media institutions to increase their influence upon our lives.

With reference to your case study discuss whether this matters. [48 marks]

END OF QUESTIONS
There are no questions printed on this page