

Surname	Centre Number	Candidate Number
Other Names		0

**GCSE**

4391/01

**MEDIA STUDIES
UNIT 1**

P.M. THURSDAY, 6 June 2013

2¼ hours

ADDITIONAL MATERIALSAudio-visual resource for use with **Section A**.Optional: coloured pens/pencils and rulers for use with **Section B**.

Spare paper for notes (to be provided by centre).

INSTRUCTIONS TO CANDIDATES**General**

Use black ink or black ball-point pen.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions in **Section A and Section B** in this *Answer Book*. There are two continuation pages at the back of the book.Look at the marks available for **each** question and use these as a guide in writing your answers.**Viewing the DVD extract for Section A**You will be given 5 minutes to read through the questions in Section A (*on page 2 of this Answer Book*).You will be shown the DVD extract for the first time. You will **not** make notes.You will watch the DVD extract for a second time. This time you will be allowed to make notes.
*Make any notes on spare paper provided.*You will be allowed **10 minutes** to make any further notes and to think about the answers to the questions.You will watch the extract for a **third** and **final time**.You will be allowed the remaining time (approximately **1 hour 45 minutes**, depending on the length of the extract) to complete the examination.**INFORMATION FOR CANDIDATES**

The number of marks is given in brackets at the end of each question.

You are reminded of the need for clear and accurate written communication.

For Examiner's use only		
Section A	1	
	2	
	3	
	4	
Section A (40)		
Section B (40)	5	
TOTAL (80)		

SECTION A: Thinking about the Media – Investigating Television Drama (excluding Crime)
40 marks

The extract is taken from the ITV Television Drama Downton Abbey.

After viewing the extract, use your notes to answer the following questions.

Answer the questions in this Answer Book.

*All questions and tasks are **repeated** for you in the Answer Book.*

1. (a) Identify **two** different settings used in the extract. [4]
(b) Briefly explain why these **two** settings are used. [6]

2. (a) Identify **two** different storylines in the extract. [4]
(b) Briefly explain how **each** of the storylines appeals to audiences. [6]

3. Explain how age is represented in **one** Television Drama you have studied. [10]

4. Explain why Television Drama continues to be popular with television audiences. [10]

SECTION B: Thinking about the Media – Planning *Web-based Drama*
40 marks

5. You work for a television company that wants to develop a new web-based drama.

Complete the following tasks:

- Task 1.** Choose a name for your web-based drama.
Briefly explain why you chose this name. [4]
- Task 2.** (a) Suggest **two** characters for your web-based drama. [2]
(b) Briefly explain **each** of their roles. [4]
- Task 3.** Outline the storyline for the first webisode. [10]
- Task 4.** Explain how your web-based drama will appeal to audiences. [10]
- Task 5.** Explain the advantages of web-based drama. [10]

There are extra blank pages if needed in the back of your answer book.

SECTION A

After viewing the Television Drama extract, use your notes to answer the following questions.

1. (a) Identify **two** different settings used in the extract. [4]

1.

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2.

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(b) Briefly explain why these **two** settings are used. [6]

Explanation 1:

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Explanation 2:

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2. (a) Identify **two** different storylines in the extract. [4]

1.

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2.

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(b) Briefly explain how **each** of the storylines appeals to audiences. [6]

Explanation 1:

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Explanation 2:

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SECTION B

5. You work for a television company that wants to develop a new web-based drama.

Complete the following tasks:

Task 1. Choose a name for your web-based drama. Briefly explain why you chose this name. [4]

Name of web-based drama:

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Brief explanation:

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Task 2. (a) Suggest **two** characters for your web-based drama. [2]

1.

2.

(b) Briefly explain **each** of their roles. [4]

Explanation 1:

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Explanation 2:

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Task 3. Outline the storyline for the first webisode.

[10]

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A vertical line is positioned to the right of the task question and the [10] mark value, extending down the page to separate the student writing area from the examiner's mark area.

The main writing area contains 25 horizontal dotted lines for the student to write the outline of the storyline.

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A series of horizontal dotted lines for writing, spanning the width of the page.



GCSE

4391/01-A

MEDIA STUDIES

UNIT 1

P.M. THURSDAY, 6 June 2013

2¼ hours

INSTRUCTIONS TO CENTRES

TO BE OPENED ON RECEIPT

For Section A of this examination, candidates are required to view a short extract in DVD format.

Centres need to provide replay and viewing facilities for candidates and ensure that conditions in the examination room are adequate.

DVDs may be **retained** by centres to enable candidates to see the standards required for this examination and to practise examination techniques.

INSTRUCTIONS TO INVIGILATORS

1. Before the examination begins, candidates should be given **approximately two sheets of paper** for making **notes** on the audio-visual resource for **Section A**. These notes are for **candidates' use only** and should **not** be submitted with the Answer Books for assessment.
2. **Before** playing the extract, allow candidates **five minutes** to read through the questions in **Section A**. This is **included** in the 2¼ hours allowed.
NOTE: Candidates **must** be allowed to read the questions **before** viewing the extract.
3. Play the DVD which is provided for Section A. **All instructions needed by candidates are on the cover of the Answer Book and duplicated on the DVD.**
4. **DO NOT SWITCH OFF THE DVD UNTIL THE EXTRACT HAS BEEN PLAYED THREE TIMES** (approximately 25 minutes).
5. The candidates then have the remaining time (approximately **1 hour 45 minutes**) to complete the examination.