

Surname	Centre Number	Candidate Number
Other Names		0

**GCSE**

4391/01



S16-4391-01

**MEDIA STUDIES
UNIT 1**

P.M. MONDAY, 6 June 2016

2 hours 15 minutes

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.

Section A

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	10	
2.	10	
3.	10	
4.	10	
Section A Total	40	
Section B Total	40	
Total	80	

SECTION A: Thinking about the Media – Investigating *Film Trailers*
40 marks

The resource material consists of a trailer for the BBC film X + Y, released in 2015, certificate 12A.

After viewing the trailer, 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. How is camerawork used in this trailer? Refer to examples. [10]

2. (a) Identify **two** different types of editing used in this trailer. [2]
(b) Explain why these types of editing are used. [8]

3. Explain how trailers show the genre of a film. Refer to **at least one** trailer you have studied (not the resource material). [10]

4. Explain why film trailers are shown on the internet. [10]

SECTION B: Thinking about the Media – Planning *Film Posters*
40 marks

5. Plan a **poster** for a **new 12A certificate film**.

Complete the following tasks:

- Task 1.** (a) Choose a title for the new film. [1]
(b) Briefly explain why you chose this title. [3]
- Task 2.** (a) Identify **two** places where your film poster will be shown. [2]
(b) Briefly explain why your film poster will be shown in these places. [4]
- Task 3.** Plan the design of your film poster. [10]
- Task 4.** Explain how your film poster will attract a younger audience to the film. [10]
- Task 5.** How important are film posters to the promotion of a film? [10]

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

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2. (a) Identify **two** different types of editing used in this trailer.

[2]

1.

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2.

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(b) Explain why these types of editing are used.

[8]

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SECTION B

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5. Plan a **poster** for a **new 12A certificate film**.

Complete the following tasks:

Task 1. (a) Choose a title for the new film. [1]

(b) Briefly explain why you chose this title. [3]

Title of new film:

.....

Brief explanation:

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Task 2. (a) Identify **two** places where your film poster will be shown. [2]

1.

.....

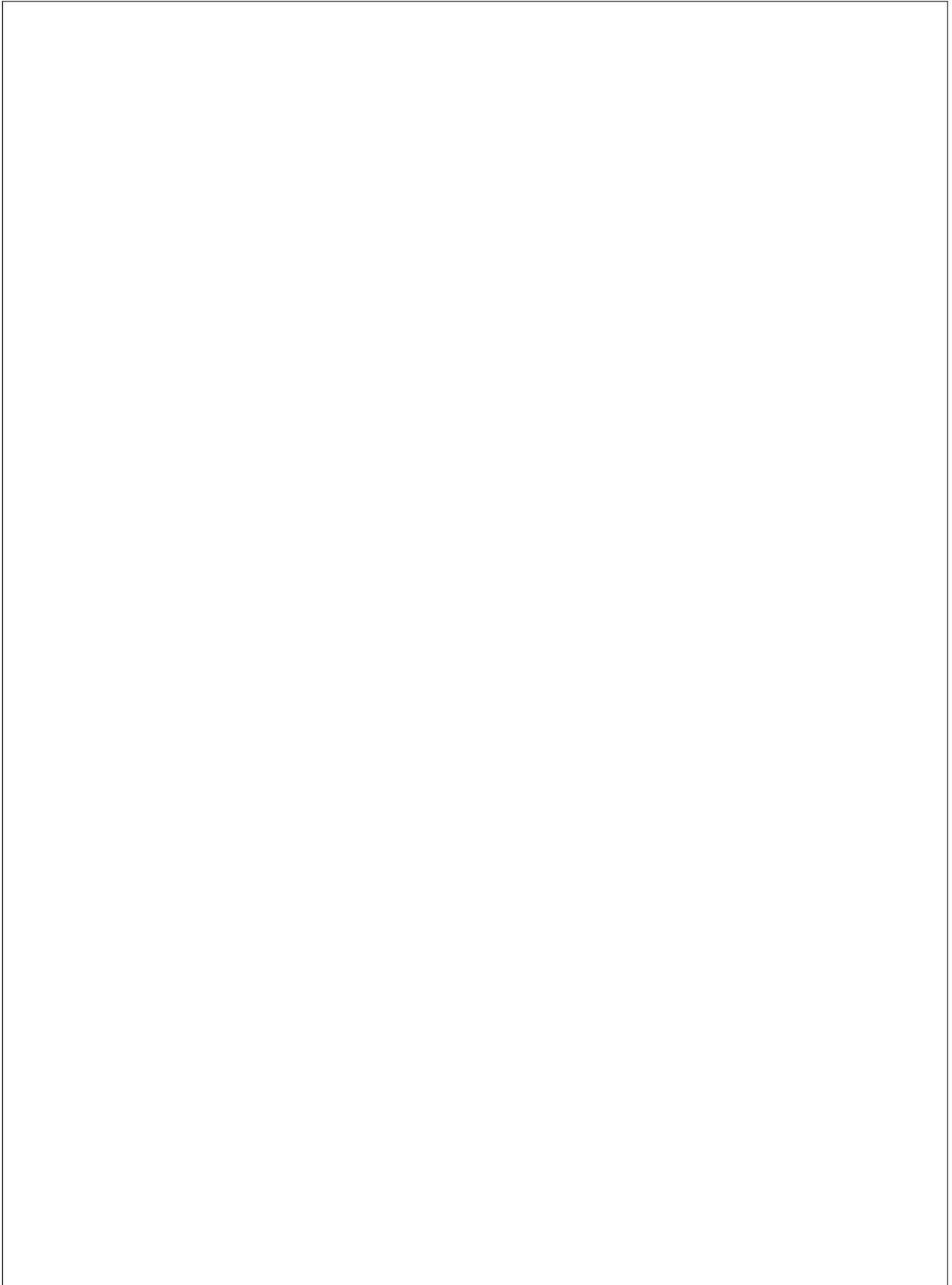
2.

.....

Task 3. Plan the design of your film poster.

[10]

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Task 5. How important are film posters to the promotion of a film?

[10]

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4391/01-A



S16-4391-01A

MEDIA STUDIES
UNIT 1

P.M. MONDAY, 6 June 2016

**TO BE OPENED ON RECEIPT BY EXAMINATION OFFICER
PRIOR TO DATE OF EXAMINATION**

INSTRUCTIONS TO CENTRES

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 2 hours 15 minutes 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.