G322 June 2010
Examiner's comments 46/100

Question 1 (29 marks)

The candidate provides a high level 2 response to question 1. There is a wordy and basic contextual introduction. Some discussion of representation is carried out but is not supported by any technical analysis. The analysis is description and does not meet demands of the question. In analysis this candidate is assertive, rather than analytical and methodical in their analysis of guide representatives and stereotypes, an example of this can be seen in the discussion of negative stereotypes. Analysis is limited mainly to a description of attire/clothes, where analysis does not move beyond the Level 2 descriptors because the candidate fails in their attempt to link the technical/ micro aspects of the TV drama to representation of gender.   Analysis of sound is restricted to one example of dialogue and editing to one example of cross cutting. The use of terminology is accurate, but overall there is not much depth to answer- a mid to top Level 2 response.

Question 2 (17 marks)

The topic is video games. The candidate provides a lengthy contextual introduction- not entirely relevant to the set question, but becomes more relevant as the answer progresses. There is some implied knowledge and understanding and the candidate attempts to use facts to describe the size and scale of the industry. The response is generally assertive about video games at the start of paragraph 2, and lacks the use of examples- most are generic ones, rather than specifically named/ illustrative examples. The candidate eventually identifies Avatar as a film text, which they link to video games by using its video game counterpart.   AO1 explanation/analysis and argument is basic and use of examples shows is a small range and focuses on 3-D technologies. The candidate develops knowledge and understanding of what the task demands in discussion of online distribution and uses an example of a downloadable game demo based on the movie 'Cloudy With a Chance of Meatballs'   There is some attempt to evaluate this digital distribution in terms of access to audience and more profit to institutions (but basic and lacking examples) there is a token comment on the function of iTunes and " apps" and reference to player gratification with little development, including the reference to the game Alice in Wonderland. This is a bottom basic response with little engagement with key medic concepts and address of the question set. Terminology used is accurate.

Total 46 marks

In this extract from Primeval series 2 the representation of gender is constructed in many ways. Using different camera techniques, editing, sound and mise en scene the writers and directors of primeval have both opposed stereotypes in gender and used them to their advantage. I will discuss how I feel they have done this.
The extract from Primeval has lots of representation of gender using mise en scene. One of the main characters, Abbie, is very much the opposite to the negative stereotypes of women. She has been represented as a strong, brave woman who is very capable of doing what the men in the extract do. When she is first properly introduced she is operating heavy machinery a job that strong men would stereotypically do. Soon after this she saves her partner (work partner rather than relationship partner) from a sabor-tooth tiger, which is stereotypically what a hero would do. Most well known original heroes were men. Abbie's clothing also contributes to her tough, strong, appearance. She wears a leather jacket. The other women in the extract called Jenny was represented in the opposite way to Abbie. She was represented as a woman who likes clothes and make up and uses her gender to get around the opposite sex. I believe the writers portrayed her as a negative stereotype to make her seem bad and not likeable. She wears expensive looking clothing and makeup.

Sound is also used heavily to represent gender in the extract of Primeval. Both diagetic and nom-diagetic are used in this way. Strong music is used throughout making all main characters, male and female appear strong and heroic. It also shows there is action going on. Abbie is again used as the opposite of a negative female stereotype. The second male character to come onto screen calls her name for help, making him appear vulnerable and her appear in control and capable of helping. Abbie is also represented as having a sensitive side. Abbie asks Jenny "Are you okay?" This is diagetic. This type of sound is also used to help create Jenny's stereotypical character, she says after nearly being killed "my best coat!", seemingly caring more about the coat than being killed.

A wide range of camera techniques were used in the extract: Primeval Series 2, Episode 3. These included: close up, long shot, midshots and panning. Although this is true, only some of the camera techniques used, were used to represent gender. The second male character to come onto screen was being attacked by a sabor-tooth tiger. In part of this scene he was represented as being very scared and unlike the heroic character he is represented as later on in the extract. There are lots of low angle camera shots looking down on him, making him look vulnerable. In this same part of the extract there are no low angle shots on Abbie. Also, in this part of the extract, there are a lot of close ups on his face, showing his emotion. This emphasises how vulnerable he was at this point. A main panning shot that really emphasised abbie as not being different from the other main character (male) was when there was a mid-shot on one of the male characters which then panned out onto all 5 main characters including abbie. They walked a few steps, all in a row, in the same stride and speed. This suggests she is seen as an equal.

Editting has also been used to represent gender. Fast pace shots have been used, making both male and female characters appear in the action and support their heroic characters. While focussing on the male character sliding along on a wire in the forest, a lot of cross-cutting took place to Abbie, the female character. This kept her in the audiences mind and seem important throughout the whole extract.

Overall I think the extract from Primeval series 2, episode 3 trys to represent the modern view on gender. I think it represents women and men fairly and notes the fact that women can do and be as equal as men although some chose not to. I think it was represented wll through camera techniques, editing, sound and mise en scene.

EAA 12
EG 12
T 5

(29)

Section B Video Games 16/50

Over recent years, there have been a number of developments in digital media technology which have had a significance in the working of media institutions and audiences. This continuing development has meant that industries have been better than they ever have been before. The videogame industry for example is currently worth $20 billion and said to be rivalling Hollywood. It has also meant in the UK there is currently one videogame console in a third of homes. Video games are the media and am going to focus on and discuss.

Gamers all over the world are always wanting new technologies to be interested in. This means there is pressure on the main console companies to create something new. 3D and motion control are the latest of these. 3D videogames are a necessary and natural progression in video games. In films, increasingly, they are being made 3D, for example Avatar (2010) was one of the most successful 3D films to date. At the videogame expo E3 (2009) the 3D videogame version of Avatar 3D was shown.

The Ubisoft CEO has said that in 2012 over 50% of videogames will be 3D. Changing to 3D means gamers will have to buy TVs and glasses as well as the 3D games. This means thousands of pounds per household going into the media industry.

With the increase in converged media there has been a huge increase in online distribution iTunes is a main part in online distribution. Unlike an advert for a video game you can do a lot more than get one or two minutes of information. On the website of Cloudy with a Chance of Meatballs (2009) for example you are able to play a demo version of the game, download wallpapers, get information and screenshots about the game and even buy a PC version of the game.

This type of distribution gives easier access to the audience and advertises the product to a larger audience leading to more profit to the institutions. The internet contains huge amounts of people from the gaming community. This makes its continuing development very significant. It contains thousands of reviews on games that gamers will read and use to decide what game to buy.

For audiences there is also a social element in the newer consoles. Using Xbox live you can play with your friends and other people around the world creating further gaming communities attached to one console.

Over recent years there has also been an increase in downloading material online. On iTunes hundreds of iPod "apps" can be downloaded and played on an iPod, these can be bought and the buyer gets instant gratification on being able to play it straight away. With the increase in converged devices, this development in types of video games is essential to get the maximum money in. The video games version of Alice in Wonderland (2010) can be bought in this way. Avatar (free demo version) can also be downloaded with the option to buy when you to the last free level. These games are relatively cheap to buy and mostly made by independent developers. This gives more independent developers the opportunity to make money.

EAA 7
EG 6
T 4
(17)

Paper Total 46 marks