

**G322 June 2010**  
**Examiner's comments 98/100**

Question 1 (48 marks)

The candidate response is detailed, thorough and sustained from the outset and the response is analytical and clearly links analysis between the micro aspects of the TV drama to that of gender representation; this is exemplified throughout the candidate response. The candidate begins by analysing the technical feature of editing, the richest of the micro features to disarm and discuss and does this very well. For example, "editing however demonstrates to the audience the strength and power of the character has, from making a quick and rational decision, which is a stereotype of male behaviour". There is confidence in analysis here embedded with a command of and appropriate use of terminology.

In addition the candidate is able to select/ discriminate with the use of appropriate examples from the extract. The response is one, which addresses the question in a non-chronological order. The candidate's response continues with equally confident analysis of sound, again a micro feature, which is under analysed by a majority of candidate in this exam. Another response demonstrates this point explicitly - "The diegetic sound of the dogs barking emphasises the bad situation of the woman conveying the woman's vulnerability further. This is also emphasised by the harsh sound effects which help build and sustain tension, creating a climax." The analysis of mise en scene and camera cleverly sustains argument with frequent exemplification.

An excellent and detailed response, the use of terminology is excellent and importantly analysis of representation covers a range of points, linked to examples constructed by the technical aspects of the drama itself. This response was awarded a high Level 4 mark.

Question 2 (50 marks)

The candidate attempts to formulate an argument in response to the question set on the Radio industry. The candidate highlights key conceptual areas and begins to disarm digital technologies in terms of audience consumption and interactivity. This is exemplified by the example of Sophie Yates, focussing on how radio broadcasts can become audience tailored when utilizing digital technology. This is linked to examples from contemporary practice and digital technology, for example uploading and creating own play lists which can be broadcast live on a radio show, which provides the audience with a personal level of experience and interactivity. Facebook is used as an example of how cross media methods can be used in the contemporary radio industry.

The candidate is aware of the role of digital initiatives and the move away from more traditional forms of radio broadcast. The response then progresses to examine the impact of digital radio technology, in terms of portability and the potential of DAB radio and moves to discussing institutional practise such as synergy and tagging; a practice, which allows the audience to prioritise songs and exemplifies interactivity. This paradigmatic shift in radio use has begun to attract younger audiences, which the candidate succinctly argues in relation to the significance of digital initiatives in the area of radio.

This is an excellent and detailed debate and one which is highly confident, evidenced by the example given of the new development of online streaming which interpolates an active audience and a market that are in control of the way in which they consume media.

The response is sustained and balanced, considers both institutional and audience issues within the media area and attempts to evaluate the impact that the digital technologies have. This is an excellent and original response on radio institution and audiences, which covers a range of key concepts and media practises. Excellent command of terminology.

Total 98 marks

**Candidate answer**  
**G322 June 2010**  
**Section A (48/50)**

Throughout the extract representations of gender are illustrated through various elements such as editing and sound. A mix of dominance and equality is produced through the extract however overall it is conveyed that women are physically subordinate compared to physically strong and stereotypically hegemonic male.

Representations of gender have been clearly illustrated throughout editing. For example a mix of pivot/panorama shots as well as fast tracking shots have been incorporated when the girl is trying to save and protect the male character. This illustrates the fast movement and action of the cut however it may also signify a chaotic environment where women struggle to take and maintain power. Another example of a tracking shot is portrayed when the male character is travelling down the rope. This editing however demonstrates to the audience the thought and power the character has from making a quick rational decision which is a stereotype of male behaviour. A long establishing shot is used which clearly signifies the three male characters in an equal line. The equal line personally connotes equality however as the majority of characters were male this illustrates women inferiorly in serious situations. Near the end of the extract one male in the process of saving a woman from another dangerous man however the framing of the cut demonstrates representations of gender. For example the female protagonist was placed significantly behind the male which illustrates the girl's subordination compared to the male.

The next element which produces representations of gender is through sound.

In one cut once the female had saved the male from the life threatening situation from the dialogue such as "Come on" with a high intensity, provoking the animal, suggests bravery and a strong masculinity. This dialogue may have been said as an attempt to regain status as he's just been saved by a girl. At the start of the first cut a synchronisation from the strings is displayed when the music matches to the sombre or negative topic. "Let her go" by a different male suggest he may think of the male as being superior therefore shouldn't have to run after her. In this scene within the barn one female protagonist was trying to bribe the male character through dialogue. Therefore this could represent woman being manipulative to convey power in antithesis to males who assert their power in a physical manner. "My best coat!" also creates representation of women such as an obsession of appearance and vanity. However positive representations towards woman are also portrayed. For example once one woman has undertaken the stressful experience the other female protagonist says "you okay" which suggests women to be expressive and caring in contrast to males who are minimal with their dialogue. The diegetic sound the dogs barking emphasise the bad situation of the woman conveying the woman's vulnerability further. This is also emphasised by the harsh sound effects which build and sustain tension creating a climax.

The next factor which displays representations is through mise en scene. Expressions play a key role, for example when the blonde male is approached by the sabre toothed tiger his expression conveys fear leading to a sympathetic response from the audience however this contrasts greatly to the calm and collective expression of the girl, which suggests a swap in roles involving dominance. At the start of the scene the colour intensity is high on the male compared to the grainy background. This demonstrates the natural setting however focuses the attention on the male protagonist which could suggest male superiority. The female's clothing (blonde) presents a male style which is in contrast to the stereotypes of a feminine woman, however another female character in the film is represented with a high pride in her appearance which conforms to the stereotype.

This however portrays the different roles and characteristics of women which may have changed in contemporary times. The props such as the heavy machinery emit

connotations such as manual masculine feelings. However the female is in charge of the stereotypical male vehicle. Therefore this suggests equality and an improvement of women within jobs and status compared to the traditional domestic duties. Even though the women within the extract portray dominance through props, the male characters continually illustrate dominance. For example the males usage of the guns for example, the shot gun in the barn and the hand gun involving the key protagonists. This contrasts to how the brunette women displays authority by attempting blackmail. Overall this could suggest males and women are equally dominant although just portray it through different criteria.

A final way in which representations of gender have been displayed is through camera work. For example the low angle looking down on the male in the whole illustrates his vulnerability and helpless position which displays him as subordinate. However a different low angle in conveying the tiger illustrates dominance of man and a hierarchy with the animal being lower. Establishing shots such as before the male jumps looking on in the long distant horizontal plane suggests his thoughts which leads to the male's hasty decision. An extreme close up on the woman's face when she's been knocked down suggest demonstrates her fear and panic further suggesting the women's weak position compared to the male. A pivot shot is used which creates the effect as the camera is on a fixed position that someone or something would be looking at them for example the dangerous tiger which overall represents vulnerability to the male and the woman. Overall the particular extract conveys elements of representation through various ways of media aspects. In conclusion a mix of equality is suggested overall, however the traditions where the male characters save the day are clearly presented. Although a mix of response from empathy juxtaposed to spite is displayed from the audience involving both genders.

EAA 19

EG 19

T 10

## **Section A Total 48**

## **Section B Radio 50/50**

The significance in the continuing development within the media institutions I have studied involving audiences I believe will have similarities as they are both radio stations however differences as the target audience contrast from local and national targets.

The significance of the development has great effects involving consumption for example. With the introduction of new technologies audience consumption and interactivity can significantly increase.

For example social networking sites are now incorporated in both media stations. With the development of the media Silk FM has adopted a page on Facebook. The benefits of having a Facebook include a clear identity and sense of exclusiveness and intimacy. For example Sophie Yates who presents a show on Silk 'Feel Good Fridays' constantly has the Facebook page open while she is live on air. This has mutual benefits as the rapport (relationship between Sophie and the audience) can be improvised as instant posts can be published making the audience feel personally involved focussing on locality. Being able to upload instant posts will therefore give Sophie a clearer insight into the type of replies or songs which the audience want to hear. For example someone could upload a post asking for a [cannot read] or song to be played. This in effect will reflect the needs and wants of the audience keeping the local audience satisfied. Facebook also enables a visual impact for example you can upload photos and videos such as "Save the jodrell bank song" and

photos from past events. This appeals to the audience as it focuses on locality and illustrates other sites which shows what goes on in the surrounding area.

Both radio stations however use Twitter, a new technology, although the content is different. For example radio one uses Twitter to focus on generic topics which will appeal to the national audience as well as being able to follow celebrities which will appeal to the younger audience radio one primarily aim at. However, local station Silk uses Twitter in a different way; again focussing on locality. For example "local girl steps into the rainbow" demonstrating a girl from the local/surrounding areas success. Overall this example of new technology effects the audience and institutions with patterns of consumption and portraying locality on a national scale.

Two new examples of media technology will be standardised in the digital switch over in 2005. The first is standard initialisation of digital radios in new cars and mobile phones. This has positives and negatives for example. Some people may think swapping their working radio to digital is a waste and therefore won't want to pay for a new one therefore an issue is faced as the audience therefore can't listen to radio and the institutions are loosing viewers leading to less money and a lower consumption. A positive however is that DAB radios are higher quality with better signal and the bonus of having a screen which can create positives including advertising and knowing the name of the band/artist immediately. This in effect could lead to positive effects on the audience with a better radio experience. However people may not want to be involved in advertising therefore could lower consumption. However an argument against this with Silk is if the screens available promote synergy between local companies/artists/events in combination with Facebook and Twitter feeds it may become easier to promote and emphasise the sense of locality further and increase profit from advertising. The second feature which will be standardised is tagging. Tagging again will have positive and negative effects for the audience and institutions. For example tagging enables the audience to pause the music and save songs onto a playlist. This creates user generated content and creates interactivity which could increase consumption for both institutions. It also could give the presenters a clearer insight to the wants and needs of the public therefore will reflect in Silk's case the needs//wants of a broad but local audience. And in contrast radio one can reflect the needs of a national but young audience. This also has further positives with radio one because if satisfaction by the audience is accrued they therefore will keep paying for the license fee keeping the BBC running as the cross media and powerful institution it is. However negatives of tagging involve advertising. The audience therefore may not want to be involved in advertising or be influence by push media, so in effect this could limit or reduce audience consumption. With the developments of new media problems arise involving intimacy and creativity for example. The introduction of D.A.B could take away the [cannot read] element which makes radio unique. Therefore this could alter the intimate relationship the audience may felt they once had as new radio would be too similar to other areas of the media. Many people suggest radio maintains traditions such as a range of music. However an argument against this would be the introduction of new technology, for example, Sophie Yates and her Facebook page.

Other positives of new developments are also apparent for example with the new development of live streaming this creates an active audience who are in control of the way in which they consume media therefore making it more diverse. Silk FM having a website can further portray locality through advertising charities and events such as 'bring a friend to work day' and 'pets reunited'. On the other hand radio one can transmit an appeal to a national scale by promoting large events such radio one's big weekend. A large event which is paid for by the BBC. Many people get turned down every year so to maintain satisfaction and loyalty of the nation each individual who didn't receive a ticket gets an email with links to an exclusive viewing at the event. Therefore with the new

development of the webcam this maintains audience loyalty creating positive effects for the institutions and the national audience.

Overall the development of the media has had positive and negative effects on the particular institutions. However the developments have allowed the target audience of each institution to be met, with the specifics of the local audience being met by Silk FM and radio one playing to a larger and younger national audience.

EG 20  
EAA 20  
T 10

**Section B Total 50**

**Paper Total 98**

**Section B (50/50)**

EAA 15  
EG 15  
T 7  
(37)

**Total 98**