

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 MATERIALS

Audio-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.

SECTION B

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:

.....

.....

.....

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]

Examiner
only

A large, empty rectangular box with a thin black border, intended for the student to plan the design of their film poster. The box occupies most of the page's width and height.



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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.