Write in the white box how many answer books you have used in total

Please write the Paper Reference and your Centre Number and Candidate Number on each book and tag them together if possible

INSTRUCTIONS TO CANDIDATES

- Use black ink or black ball point pen. Do not use pencil or gel pen. Do not use correction fluid.
- Write the information required in the spaces above.
- Use both sides of the paper. Write only within the white areas of the book.
- Write the question number in the two boxes provided in the left hand margin at the start of each answer e.g. 0 1
- If you make an error when writing the question number, fill in both boxes completely and write the question number in the space immediately below the boxes you have filled in.
- Leave at least two line spaces between each answer.
- Do all rough work in this answer book. Cross through any work that you do not want to be marked. Do not tear out any part of this book. All work must be handed in.
- If you run out of space in the answer book, ask the Invigilator for a supplementary answer book. Complete all of the information required in the spaces on the front of the supplementary answer book.
01 One way in which the magazine creates brand identity in both its products is the language which they use, it is related and seamless to any monotonous tones that would be prevalent in a brand such as Q magazine which is marketed towards a more mature reader. By using phrases such as ‘Noiseletter’ and ‘Check out’ it puts the reader in more of a relaxed state of mind, this means the reader will interpret the magazine and website as easily accessible, something you can flick through while listening to music or watching television rather than a counterpart such as Q magazine which demands the readers full attention. Another way in which the company creates strong brand identity is by having the same culture scheme and layout consistent in both platforms. A dark grey background with strong bright coloured headers, they also play heavily on the colour red which could correlate danger to grab the readers attention. The logo is also prominent on both platforms and is in the same style in order to differentiate from other products and generate brand recognition and customer loyalty. By using an exclamation symbol this is also playing up to the audiences fears by alerting them straight away to the brand by using a symbol that demands attention. Geertsen stated that people will discuss things they read in the media with friends so by Kerang! getting exclusive confessions from a rockstar and having them brand different throughout opinion leaders should share it with friends or followers helping the brand gain more influence and global recognition.

02 The main model in the magazine front cover is portrayed as someone who is admirable, and is going to reveal all as it were, this is symbolized by him rubbing off tattoos
A my community-then we could also say that readers will empathize with the main character, who is also a hero of the story, as they experience the same struggles and joys as the main character. The novel's protagonist, a young woman, faces many challenges and must overcome them to achieve her goals. The novel's setting is also an important aspect, as it provides a backdrop for the story and helps to create a sense of place.

From his body as it is; it is going to show the audience that it is not written on the body of the male as a reader, the main point of the novel is to make the audience see this. It is set in the middle of the city, and the main character is a young man who is trying to achieve his goals. The novel's protagonist, a young woman, faces many challenges and must overcome them to achieve her goals. The novel's setting is also an important aspect, as it provides a backdrop for the story and helps to create a sense of place.
It is very important for print based products to have a presence in multiple platforms in order to thrive in the modern modern world of media. It is interesting to see how Kerrang have incorporated social media into their webpage. From here Kerrang can share stories of media artifacts with their fans at the click of a button. One major benefit of this is that the story is shared instantly with the audience instead of a period of time with print media where the story could become irrelevant or go out of date. Another major benefit of having a presence on social media sites is that stories can snowball and be seen by millions of people due to online leaders sharing them on micro-blogging sites such as Twitter. A prime example of this was recently the Sun obtaining a video of star and Ginger Tullisqa boasting about her urban past and offering drug contacts to an undercover reporter. This video was then shared by the Sun via Twitter and within a matter of minutes had been shared and seen by thousands of people across the globe; this just goes to show the true power of social networking. I feel that Kerrang could harness this power by sharing some of their shock stories such as rock stars confessing via their social media sites in the hope that it will snowball into a global story. Another institution which puts its main focus on having a multi-platform based media product is the Independent who in 2011 brought out a newspaper which bridged the gaps between E-Media and print. This newspaper included snappy headlines to
3. Proficient understanding of WC

wide range of points.

Explain how much more than why important of
question, so stays in L3 because becomes MCM not WC points.
Support w relevant example.

L3 (8)
Answer

A pluralist would say that new digital media has

A pluralist would say that new digital media has
opened up opportunities for a whole host of new and independent institutions to offer audiences with a wealth of knowledge and different viewpoints. However, a Marxist would say that NDM (New Digital Media) has only improved the position of pre-established media institutions and that the audience will simply get their news and information from there as they are the most recognisable news outlets. I somewhat agree with both views. The most popular news website for the past two years around the globe is the Daily Mail, this is a paper which has been established some time before the advent of NDM. It is also disenheartening to note that this is a paper which has one of the biggest political agendas, all stories are tilted to the bias of the right wing. The institution has also been accused of not publishing any stories which portrays China in a bad light. In regards to their treatment to Tibet, if we apply Baudrillard’s hyper-reality theory we could say that the Daily Mail’s failure to publish any negative stories on China due to them wanting to break into the Chinese market one of the largest on the planet then these actions could remove the negative actions China have done from history as we are “living in a post-modern hyper reality where what you show the media present to us is more real than the actual going on in the world. We could also say that failing to report or discuss these large political issues can lead to an unstable society ready to snap at any moment due to not having the chance to ‘discuss these issues rationally and out in the open’.

However, all that being said I do still believe that NDM has opened up more opportunities for audiences to go out and gain knowledge on other values and ideologies, there are independent news sites such as Al-Jazeera which offer the stock opposite of bits on
stories. I believe it all boils down to how open the audience whether it is hypothetically where they will just consume information fed to them by institutions or actively via the uses and gratifications model where audience members will actively seek out media texts such as those published by Al Jazeera to satisfy the need of getting a different viewpoint.

Another way in which NOM has affected audiences is globalisation and if we look at it from Noam Chomsky's theory we could say that the internet in particular has given the opportunity for audience members around the world to interact with each other sharing their values, ideologies and information with people all around the world to inform and educate them about other cultures. A prime example of this is the Guardian's comment forum where a story or media artifact will be posted and comments from all around the world will discuss this and share their views, it is very popular with comments running well into the thousands on a popular news story. However, it is fairly heavily moderated so it could be said that some values and beliefs are oppressed and free speech should be allowed no matter how extreme they are. If we look at this critically from Harrow's theory of a virtual cyberspace, we could say that these views are being amplified multiplied by some magnitude due to their being limited consequences or restrictions as your physical body is not there. However, there are some consequences such as when abusive tweets are sent after the murder of the soldier Mark Duggan resulting in criminal convictions it is my belief that no one person or institution controls the internet or can completely block access to it, this was shown by the Syrian government trying to cut off internet access to
its people but then combating this by using text to tweet services and satellite phones in order to communicate with the outside world. So for this reason of access not restricted and people getting around governments blocks via methods such as proxy servers for onion networks I believe the internet is a place where people from all over the globe can share their cultures and values as well as educating themselves on others. For the world to achieve utopian status this

ICS with a range (not wide) of general apt, lack detailed apt.

Proficient + of NWM

Proficient + often sophisticated application of IOT/wc - under range

Clear focus on Q

Often sophisticated response with some weaknesses in ICS

36

L3