



General Certificate of Secondary Education  
June 2011

## Media Studies

**48101**

**Unit 1 Investigating the Media**  
**Topic Action Adventure Films**

**Monday 13 June 2011 1.30 pm to 3.00 pm**

**For this paper you must have:**

- an AQA 8-page answer book
- a clean copy of 48101/PM (enclosed)
- a blank storyboard sheet (enclosed)
- drawing and colouring materials.

**Time allowed**

- 1 hour 30 minutes

**Instructions**

- Use black ink or black ball-point pen. You should use coloured pencils, fine liners and a ruler where appropriate.
- Write the information required on the front of your answer book. The **Examining Body** for this paper is AQA. The **Paper Reference** is 48101.
- Answer **all** tasks.
- You should make sketches and diagrams to help develop your answers where appropriate.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.
- Label clearly your additional sheets. Make it clear which task each sheet relates to. Attach them securely to your answer book.
- You may not bring your copy of the Preliminary Material (48101/PM) or any preparatory material to this examination.

**Information**

- The marks for tasks are shown in brackets.
- All tasks carry equal marks.
- The maximum mark for the paper is 60.
- You are reminded of the need for good English and clear presentation in your answers. Quality of written communication will be assessed.

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Answer **all** tasks.

**You should spend an equal amount of time on each task.**

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0	1
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We think the most important ingredients of successful Action Adventure films are the following:

- engaging and fast paced narratives
- courageous heroes/heroines
- exotic or glamorous locations.

From your viewing of Action Adventure films, explain how each of these ingredients has contributed to their success. *(15 marks)*

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Let's have your pitch for your Action Adventure film. You need to include:

- an appealing and suitable title
- a setting and location
- a brief synopsis
- two brief character profiles.

*(15 marks)*

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Tell us why your pitch will be successful. You need to explain why it will be popular with the target audience and how it meets the demands of our brief. *(15 marks)*

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We need to know what the marketing materials for your film would be like. Create a 30 second television trailer to promote your film, using the ten frame storyboard sheet enclosed. *(15 marks)*

**END OF TASKS**

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