

Q1 Age and ER

Age is represented in this clip on a hierarchical scale. The middle aged people/doctors are in charge, and they worry for the children who are shown as vulnerable as they are only featured in this clip with injury or disease. Elderly people are seen as a bit ridiculous. They are slightly spoken down to and have been stereotyped.

Mise-en-scene represents age by the middle-aged doctors dressing smart in their suits and ties and white jackets, this shows that this age group are in charge and have authority. The younger doctors/nurses are dressed in scrubs, which shows they are not as important as the older people. The children are the ones who injured or diseased and makeup/special makeup is used for this effect. This is done to show that the older people are going to be caring for them because they don't have the ability to be responsible and avoid danger. This applies to the boy with the bitten hand. It shows the vulnerability of younger people.

There are also gaps of silence from the boy in the hospital bed which gives the impression of being too young to know what to say. These gaps get quickly filled from the doctor speaking, who is mature and concerned. He knows what the boy should do so a lot of the sounds here is made by him, showing his authority. The sounds are mainly diegetic because we expect to hear voices with certain tones. For example, the female doctor in charge has a mature voice and keeps this throughout to show she can keep control under pressure which shows this age group can be in charge as they are used to it. The younger children/teens have higher pitched voices which is expected for their age group, again showing vulnerability.

There is a high angle to low angle shot where the middle aged doctor asks the woman why she's here. This is used to show the hierarchy of the female doctor and that she is more valued in this area than the older lady who is being looked down upon by the doctor. This shows that the middle-aged age group find the elderly to be quite ridiculous and not have as much importance as themselves or younger people. In the beginning the male doctor speaks to the dying boy and he stands close, showing they have a closer relationship than just a doctor and patient. The doctor cares for him and knows what's right to do. He wants to help him because that's his role being the age he is, almost like a father caring for his son. A handheld camera is used on a tracking shot of the female doctor, showing all of the different things she is doing in such little time without losing patience. This shows that middle-aged people are used to having this busy role of caring for everyone because they are the only people who can do it.

There is a fast cutting rate when the doctors are operating on the thought-to-be drunk man. This shows their busy task which is important and a rush. They are cool and calm which shows they are experienced and being the age they are is invaluable with this because it shows it's a regular thing – some are middle aged and have a lot of responsibility.

The scenes are put together in a way that shows how age groups react together. It shows adults and children which we see as the child being vulnerable and the adult needing to care for them. Then we see adults and the elderly which shows adults are still caring for people, but because they are elderly they have built stereotypes, for

example, with the man they thought was drunk. Finally it shows how adults react with each other which can be surprising because the doctor Abbie listens to the male surgeon and thinks that he's lying, which shows adults are wise and expect for some people to be deceitful. They do not have the vulnerability that a child would.

This is a level 2 response. There is some understanding of technical codes, but little on editing or the layers of sound. Surface detail is alluded to, but none of the subtleties of the scene are captured in terms of the complexity of reading that is encouraged for the audience. Power relations in the conversations are much more complex in their construction, which the candidate seems to have missed.

Overall 25

2) Discuss the issues raised by media ownership upon the diversity of media products and services available to audiences in the contemporary media area you have studied

The media area I have studied is newspapers. I have studied two different newspapers (a tabloid and a broadsheet) for my case studies which are The Sun and The Guardian.

To get the news a newspaper has always been one of the best choices. People read them all over the world. The Sun newspaper is owned by News International which is run by Rupert Murdoch. This is a very popular paper which had over 2,160,000 copies sold daily on average in 2012.

The ownership is important to this newspaper because they also own the papers The Times and The Sunday Times. This shows that the company is large and successful, which means they can expand on products as they have done with other newspapers.

News International has had to cope with the new technology habits of the public in the last 10 years so they have used convergence with devices such as the Internet and mobile phones. This allows products such as websites, social networking and smartphone apps.

The Sun website is free to view and sign up for which is why in 2012 there were over 24,000,000 average monthly views, which shows how convergence has working in their favour. The social networking pages such as Facebook and Twitter have been successful as they are free and the public can comment and interact. This is important for media ownership because it can allow them to access citizen journalism from the public and they have had a large impact on this. News International have not been afraid to expand and because of this it's allowed the public to access more available products.

A successful product is the mobile phone app. This charges 69p to download and £4.99 for the monthly subscription. However there is a current promotional offer for 69p for the monthly subscription. Media ownership has had a big impact on this product because not all newspapers have these apps or the technology to produce them. Many people around the world are subscribed to this app so the company taking a risk has helped them to get more money.

News International are known for being witty and taking risks. Although this has not always been successful or used to the highest decency such as with their former newspaper, News of the World, which has been discontinued due to a bad risk they took which backfired. This would have turned customers away if it were just to be the newspaper version of The Sun, but because there has been a lot of convergence it has attracted even more readers. So they are now on a bigger audience than before.

The founder of the company, Rupert Murdoch, is also involved in television media, owning channels such as Fox and Sky. This means to me that News International have the ability to expand even more so my prediction for the future is that there could be The Sun news channel where people can get the news with even more visual activity such as videos than they already get on the website.

Overall, media ownership has a very big impact on the range of products available because it's their personality which has allowed them to take risks and be successful in doing so.

Though this appears to be a good pair of case studies, only The Sun is actually mentioned in the rest of the essay. It is factual and descriptive, but has some strange anomalies such as the News of the World 'taking a risk that backfired'. There is little sense of understanding the implications of ownership in the marketplace and the impact it has on the audience. Overall level 2 in all respects.