MOZGÓKÉPKULTÚRA ÉS MÉDIAISMERET ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI VIZSGA

2009. május 19. 14:00

Az írásbeli vizsga időtartama: 180 perc

Pótlapok száma

<table>
<thead>
<tr>
<th>Tisztázati</th>
<th>Piszkozati</th>
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OKTATÁSI ÉS KULTURÁLIS MINISZTÉRIUM
Important knowledge

The duration of the written examination is 180 minutes.

The worksheet includes a short extract from a film shown on a DVD or a videotape. During the written examination the examinees have to see this attached extract of a film or television programme first. Then after the allocation of the worksheets, the candidates have three minutes to study the questions related to the shown extracts. Afterwards the examinees watch the extract a second time then start to work.

The examinees should be given a third opportunity to watch the extract (at the start of the last half hour before handing in the worksheets) if any of them require this.

The examinees are not allowed to use any items of assistance but the information on the worksheet.

The worksheet of the written examination has three parts:
- Part one tests knowledge and skill. If it is done flawlessly, this gives the examinee 20% of the maximum score,
- Part two tests the ability to understand the moving image; this part includes the questions associated with the shown extract of a film. If it is done flawlessly, this gives the examinee 50% of the maximum score,
- Part three tests the ability of analysing and problem solving related to mass communication. If it is done flawlessly, this gives the examinee 30% of the maximum score.

The bold lettering is to help catch the attention of the examinees, so that they can focus on the task.
QUESTIONS TESTING KNOWLEDGE (maximum 10 points)

Read the following text carefully!

“Whoever waits for the end credits at the end of the movie Valami Amerika 2 (A Kind of America 2) could see the smartest commercial-serial of the Hungarian marketing history. Gábor Herendi came from the commercial world into film and knows how important product placement is for the sponsors. On the other hand, as a film director he is faced with the dilemma that a host of hidden advertisements can ruin a film if the filmmaker is not careful.

The sponsors were given a commercial section at the end of the film. During the end credits the main characters advertised the products of T-Home, T-Mobile, Allianz and others with some very creative mini „commercial-spots”. Maybe Gábor Herendi created a new genre for commercials, because until now the problem of hidden advertisements in film needed to be solved. Naturally there were some inconspicuous moments when the sponsors appeared in the main of the film, for instance in one of the key sequences where Eszter Ónodi listens carefully to the voice of Gábor Bochkor on the radio. There was not a signal there but the presenter of the program called Bumerang (Boomerang) made it obvious that Slager Radio (Radio of the Song Hits) was one of the media sponsors. But it was a well-timed joke when Imre Csuja alias Bala “pop idolised” Monika alias András Faragó.

The Valami Amerika 2 (A Kind of America 2) is good not only because of the commercials. The interesting story, the authentic humor, and the remarkable acting make the film perfect. The film is the genre film of 2008 in Hungary and will probably stay for weeks at the top of the list of the most seen films in Hungary for the New Year as well.

Tibor Kalmár

Source: One Média Hírügynökség (One Media News-Agency)

a) Based on the text indicate what kind of persuading, influencing method common in advertisements is used in the commercial section of Valami Amerika 2 (A Kind of America 2). Prove your predicate with a short citation from the text. (1 point)

b) Based on the text indicate what film type you would rank the Valami Amerika 2 (A Kind of America 2) in terms of purpose of the creator and expectation of the audience. Prove your predicate with a short citation from the text. (1 point)
c) Based on the text demonstrate what commercial potential *Valami Amerika 2 (A Kind of America 2)* offers **to the advertisers**.

**Prove your predicate with a short citation from the text.** (1 point)

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c) …………………………………………………………………………………………….
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2. 3 points
Define what the phrase “the moving image is a medium with dual nature” refers to.

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3. 4 point
a) Define in what case we would say that the picture below was made as a descriptive shot. (1 point)
b) Define in what case we would say that the picture below was made as a subjective shot. (1 point)
c) Indicate what kind of frame size the picture was made in. Explain your choice. (2 points)
Mozgóképkultúra és médiaismeret
angol nyelven — középszint

Név: ........................................................... osztály:......

a) …………………………………………………………………………………………….
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c) …………………………………………………………………………………………….
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TEXT-COMPREHENSION TEST (maximum 25 points)

4.  4 points

Associate the information below with the listed characters.
(Fill the chart.)

A) Jack
B) Mr. Tuttle
C) Mr. Buttle
D) Sam Lowry

a) Employee in the Documentation Department
b) Shoemaker
c) Wrongly accused by the Ministry of Information
d) Loves the female stars of old films
e) Has a family
f) Has triplets
g) His first name is Archibald
h) Is not seen in the extract
i) “Long time no see”- he and Sam

The correct answer:

<table>
<thead>
<tr>
<th>characters</th>
<th>a</th>
<th>b</th>
<th>c</th>
<th>d</th>
<th>e</th>
<th>f</th>
<th>g</th>
<th>h</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Jack</td>
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<td>B) Mr. Tuttle</td>
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<td>C) Mr. Buttle</td>
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<td>D) Sam Lowry</td>
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5.  3 points

Observe the interlocking patterns of the sequences of the extract.
Name at least three of them.

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6) 4 points

a) **Name the sequence** which **fundamentally differs** from the other sequences in terms of **formal language**.

**Prove** your predicate with **at least two observations referring to the formal language**. (2 points)

b) **Define the role of the sequence in the extract.** (2 points)
7. 6 points
   a) **Prove with at least three relevant observations** that we saw the operation / functioning of a **dictatorial world** in the shown extract. (3 points)

   b) **Prove with at least three relevant observations** that the represented oppressive system shown in the extract worked **haltingly, loosely, and in slovenly way**. (3 points)

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8. 5 points
Chose which **stylistic** category below best describes and defines the narrative method of the extract.

- surrealist;
- aestheticism;
- eclectic;
- kitsch (giccses);
- minimalist;
- realistic

Providing evidence, briefly show how you interpreted the chosen stylistic category for the extract. (2 points)

**Explain** your choice with **at least three relevant observations**. (3 points)

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9. Name two typical characteristics of the genres below that were represented in the extract and which proves the film could be a …

a) Romantic melodrama;
b) Comedy in grotesque (parody) intonation;
c) Futuristic political crime story/thriller.

<table>
<thead>
<tr>
<th>Name of the genre</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Romantic melodrama</td>
<td></td>
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<tr>
<td>b) Comedy in grotesque (parody) intonation</td>
<td></td>
</tr>
<tr>
<td>c) Futuristic political crime story/thriller</td>
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MEDIA MINI ESSAY (maximum 15 points)

10.
Read the following carefully!
Write an essay with the title *Yellow journalism debate* based on your acquired knowledge of the models and theories interpreting the operation of the media, and explain your opinion related to the tabloid media.
Base your argument on the citation below. In your response, prove the predicates of the citation right or wrong with at least four of the propositions from the text.

“The quality press is the forum of the cultivated middle-class while the yellow press is, in the English term, the media of »uncivilized people«. The yellow press is democratic, entangled, razor-thin and free by birth – said Lajos Császi media-researcher who does not share the concerns of intellectuals about the horrible depravation of the written and electronic press. The renegade media researcher thinks that people are not stupid and he attributes moral guidance to the reality shows, community-constituting strength to the soap operas, society-integrating roles to the celebrities, and moral content to the scandals in public life."

*Tamás Bodoky; Index; 21. 11. 2008.*
<table>
<thead>
<tr>
<th></th>
<th>maximum score</th>
<th>realized score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of concepts and facts</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Understanding of moving image</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Media mini essay</td>
<td>15</td>
<td></td>
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<tr>
<td><strong>Total score of the written examination</strong></td>
<td><strong>50</strong></td>
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</tbody>
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Corrected by

Date: …………………………………..

| Fogalom és tárgyismeret / Knowledge of concepts and facts | elért pontszám / realized score | programba beírt pontszám / score written into the program |
| Mozgóképi szövegértés / Understanding of moving image |                               |                                                        |
| Média miniesszé / Media mini essay                    |                               |                                                        |

Javító tanár /corrected by

Dátum/Date: …………………………………..

Jegyző / notary

Dátum/Date: …………………………………..