MOZGÓKÉPKULTÚRA ÉS MÉDIAISMERET
ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI ÉRETTSÉGI VIZSGA

JAVÍTÁSI-ÉRTÉKELÉSI ÚTMUTATÓ

OKTATÁSI ÉS KULTURÁLIS MINISZTÉRIUM
1. Olvassa el figyelmesen az alábbi szöveget!

„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 Valami Amerika 2 (A Kind of America 2) is something totally different in this aspect. 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)
The correct answer:
a) The advertisement seen in the film is built upon the positive feelings towards well-known (iconic) figures. In this case these people are the recognised actors of the film. It is backed by the following quotation: “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”. “
One point is given to the examinee only for the complete answer if she/he names the type of advertisement (celebrity-advertisment) and proves it with the right citation.

b) The film is a genre film (mass or public/audience film). It is backed by the following quotation: “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.”
One point is given to the examinee only for the complete answer if she/he names the right film type (genre film) and proves it with the right quotation.

c) It offers two commercial potentials: one of them is a hidden advertisement attached to the motifs of the film, the other is a direct advertisement during the credits. It is backed by the following quotations: “The sponsors were given a commercial section at the end of the film.”; “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 Önodi listens carefully to the voice of Gábor Bochkor on the radio. They did not play the theme music 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.”
One point is given to the examinee only for the complete answer if she/he names or describes both commercial potentials correctly and proves it with the right quotation.

2. Define what the phrase “the moving image is a medium with dual nature” refers to.

The correct answer: the phrase is about the idiosyncrasy or basic attributes of the moving image; that the text of the moving image reproduces and represents at the same time. 1-1-1 but a maximum of 3 points are given for the right definition which must include that a moving image:
- always reproduces and
- always represents.
- and that these aspects are inseparable (meaning there is not any kind of moving image text that only reproduces or only represents).

3. 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)
The correct answer:

a) The picture was made as a descriptive shot if the point of view is from a neutral position and describes the situation. In this way it can not be connected to any characters’ viewpoint or aspect.
In a grammatical demonstration:
“Mr. X and his wife take stock of the paintings at the shop-case of the gallery.”

b) The picture was made as a subjective shot if it represents the point of view of a character in the film. In this case the subjective viewpoint can be the artdealer’s or someone who can not be seen in the picture but can be connected to the characters in the picture.
In a grammatical demonstration:
“The art-dealer rubbed his hand blithely in the shop as he was watching Mr. X and his wife standing outside.”

c) The frame size is a long shot (LS) because we can see the characters along with their surroundings (in the background we can see the other side of the street).
The knee shot (in Hungary called an American shot) or the medium close up (MCU) are acceptable as well if the examinees explain their answer. For example the characters are shown in a knee shot (or in medium close up) but the depth of the composition opens the space and in this way we can feel the relation between the characters and the surroundings/environment.
1 point can be given to the examinee for the correct answer and 1 additional point can be given for the right reasoning.
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>
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<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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1-1-1-1 A maximum of 4 points can be given to the examinee if she/he identifies the characters correctly and does not connect any wrong information to a character. (So each complete and flawless line in the chart means 1 point.)

5. 3 points

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

The correct answer:

1-1-1 A maximum of 3 points can be given, one point per observation from the excerpt that is correctly identified including any of those given below:

- the same television program with the Deputy Minister is on in the office of the man chasing a fly and in the flat where a family is celebrating Christmas;
- the first scene in the Documentation Department after Mr. Buttle’s arrest, starts with a receipt being handed to someone;
- the connection in the film between the office of Mr. Kurtzmann and the flat of agent Lowry is the motif of the strange buzzing voice of the telephone – nevertheless the intercut dream-scene;
- the gigantic statue with wings in the lounge of the Ministry is similar to the flying armour-winged figure of Sam in the dream of Lowry;
- the inscription "suspicion breeds confidence" in Mr. Kurtzmann’s office refers to the monitoring of the woman who arrives to report the mistaken arrest.

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)

The correct answer:

a) 1-1 a maximum of two points can be given if the examinee names the sequence in question correctly (the dream of Sam Lowry) and proves their answer as in the following examples:
- the dream scene is the only outdoor sequence in the excerpt, all the others are indoor;
- the flying and the kiss attributed to the idealized female figure in the dream is in total contrast with the inhumanity and bureaucracy portrayed in the excerpt;
- the sequence matching radically divergent frame sizes (extreme long shot (ELS) – medium close up (MCU) - close up (CU))
- the colours of the scene are not realistic, the sequence is almost kitschy in its colouring;
- the scene is lyrical, the instrumental music is idyllic and ethereal which acoustically differs from the other scenes;
- it is the only scene which is not directly connected to the previous and following scenes by a motif but is a strange interlude between the surrounding scenes.

b) 2 points or 1 point or no points can be given to the examinee depending on the quality and validity of their argument. Below are some examples of correct answers:
The role of the dream sequence is to show the ambivalence of the character Sam Lowry. The composition of the scene introduces his longing to escape to the ironic and figurative, apostrophized heroic-angelic world which is broken by the strange buzzing sound of the telephone and closes with the picture of the figure suddenly descending from the clouds. Sam is a dreamer, falling asleep; he is not a bureaucratic type, and definitely not a ruthless soldier following commands without thinking. It is supported by the later dialog with Jack:
“Sam, whatever happened to you?”
“Sam, you were one of the best…”
“Sam, let a friend tell you your life is going wrong.”
and a centence from Mr. Kurtzmann:
“I don’t know what I’d do if you ever got promoted”

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)
The correct answer:
a) 1-1-1 a maximum of 3 points can be given for the observations included in the following or other statements based on the extract that support the answer:
- in the television interview in the opening scene we can hear a confident and conceited statement made by a representative of those in power about the insignificance of the armed resistance;
- the idyllic picture of a family celebrating Christmas is broken by a cruel and destructive commando action;
- the frightening arrest was made worse by the detached and humiliating bureaucracy charging the arrestee’s family for all expenses related to his arrest and leaving them without their only wage-earner;
- the proficient job of the department of works on reconstructing the scene after the commando team shows that similar actions have an everyday occurrence in the world of the film;
- the number of officers working in the documentation administration implies that in this world the administration knows everything about the people;
- there is strict monitoring in the gigantic and overwhelming hall of the Department (a mass of uniformed, armed forces, gates, metal-detectors, security guards etc.) and also a number of implements of the cult of violence and mistrust (observation apparatus and screens, audience at a gun exhibition);
- the “artistic” style of the huge statue in the hall envisions the Nazi and Bolshevik dictatorships;
- “the truth shall make you free” inscription on the statue recalls the inscription by the entrance of the lager in Auschwitz (“work shall make you free”);
- the inscription in the room of Mr. Kurtzmann: ”suspicion breeds confidence”
- the leader of the Documentation Department dreads any possible mistakes made by him or by his department

b) 1-1-1 a maximum of 3 points can be given for the observations included in the following or other statements based on the extract that supports the answer:
- one fly can create disastrous mistakes and trouble in the mechanized data administration;
- the department of works whose job is to reconstruct the scene after the commando team brings the wrong panel, the colleagues went back to the metric system without telling them;
- as soon as Mr. Kurtzmann disappears into his office the officers in the Documentation Department start watching entertaining films on the screens instead of observations;
- none of the officers answer the boss’ question (“Has anybody seen Sam Lowry?”);
- the irony of the strictness in the workplace is that Lowry can be late without any consequences;
- the woman making a claim for the mistaken arrest with a receipt without a stamp on it does not become suspicious and to top it off there are not any consequences from the destruction of the observation robot;
- nothing seems to work properly, not only the machines in Sam’s flat but the robots in the hall of the Department also act strangely and the magnifying glasses put on the small white and black screens seem awkward and halting.

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

**surrealist; aestheticism; eclectic; kitschy (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)

The correct answer:

The whole of the excerpt is eclectic, meaning that the narration includes inconsistent elements of mood, picture, content and voice, and when it is all put together each component stratifies the other. In the argumentation, the “grotesque” or “post-modern” are also acceptable terms. A maximum of 2 points can be given to the examinee: 1 point if she/he chooses the right stylistic category (eclectic) and 1 point for the correct argumentation according to the excerpt.

1-1-1 a maximum of 3 additional points can be given to the examinee for the stylistic recognition that includes the following statements or others that are based on the excerpt and support the answer:

- the pathetic fly-hunt from an unusual point of view in the sterile, mechanized room;
- after the fast, frightful and expertly brutal arrest which reminds us of an action movie in contrast with the detached, expeditious, polite, and seemingly correct bureaucracy;
- the receipt of a receipt;
- the woman having a bath in dirty water;
- the cowboy film on the screens in the unusually oversized Documentation Department;
- the flight of the angel-like Sam into the clouds and smog towards the kiss;
- the nine millimetre submachine gun shown to the curious nuns in the Ministry of Information;
- the sentence: "suspicion breeds confidence"

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 (parodystic) intonation;

c) Futuristic political crime story/thriller.

The correct answer:

1-1-1 a maximum of 3 points can be given to the examinee for two observations to each genre including the following or other statements based on the excerpt that also support the answer:

a) typical characteristics of the romantic melodrama genre:
- motifs and content of the dream sequence, the armoured male figure flying to the woman in the white veil then flying away;
- the visual solutions of the dream sequence, especially the use of much light and warm colours;
- the different sound design with the romantic instrumental music of the dream sequence;
- the moment when the conversation between Jack and Sam Lowry is disturbed by the picture of a woman on the monitoring screens who reminds Sam of the female figure in his dreams;
- the era dress of the melodramatic genre (hat, jacket, small chain to the glasses)

b) typical characteristics of the comedy in grotesque (parodystic) intonation:
- the large number of machines in the extract show a totally mechanized and automated world, but at the same time these machines are working haltingly and erroneously; they look slothful
and old-fashioned so they are not frightening at all; on the contrary they became their own caricature (for example, the printer making a mistake because of a dead fly, the computers equipped with magnifying glasses, the alarm clock forgetting to send a wake up call, the automata in the kitchen which washes the toast with coffee, the observation robot falling apart from a small clap etc.);
- we can see a precisely organized society with a meticulous division of labour between organizations, but not synchronized and sometimes functioning in the opposite way in which it was intended (for instance the Department of Works arriving to reconstruct the scene after the commando team but they bring the wrong panel, the numerous officers watching entertaining films on the monitoring screens as soon as the boss has left, nobody listening to the questions of the boss in the overcrowded room);
- the operation of the dictatorial world is frightening and gruesome (see the arrest-scene) but at the same time its official power structure operates stupidly and absentmindedly (see the fly-scene or the porter-scene);
- we see an absurd topsy-turvy world based on a converse rationale (for example a nine millimetre submachine gun shown to curious nuns by a uniformed man; paradoxical slogans can be read in different mottos and inscriptions);
- the material details represented in the excerpt are over-emphasized;
- the kitschy dream sequence has a comical impression;

c) typical characteristics of the futuristic political crime story / thriller:
- most of the scenes show a completely controlled and constantly monitored bureaucratic society;
- in the opening scene of the excerpt a television interview informs us of an organized and confident sovereign power and the terror (bombing) campaign against it;
- in the second scene of the excerpt a fast and cruel commando action suddenly takes place;
- in the oversized and strictly guarded office hall obviously dutiful and conforming citizens are queuing in front of the information desk with their petitions;
- the woman at the beginning of the arrest-scene bathing in the flat upstairs questions the functioning of the system; committed to her opinion, she stands by it sincerely and bravely against the sluggish but harsh and oppressive mechanisms of the system;
- in Lowry we see a person who belongs to the system and works for it but who keeps his distance from its strictness allowing him to behave more freely, easily and naïvely;
- the lighting and the wardrobe of the excerpt reminds us of the film noir or the gangster film, and in another sense of the expressionist crime film in its stylistic solutions.

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 Császó 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.

The correct answer:

2-2-2  a maximum of 6 points can be given to the examinee for applying the following valid statements in their essay, or others that define or give relevant aspects the role of the press or the understanding of the public sphere:
- refers to the concept of media pessimism and media optimism or describes the phenomenon correctly and unambiguously;
- refers to the different interpretations of the role of publicity in the press (it is competent, objective, informative, entertaining, subjective, constructive and narrative);
- defines who the institutionalized press represents (the actual system of power, the state, corporate interests, the lower-class or the average man);
- refers to the debate in which one side believes in the state-controlled media, censorship and propaganda, and the other side believes in self-control and reasonable public debate and dialogue;
- refers to the debate about the role of the public sphere in which on one side expects the public sphere to confirm the moral system and present socially accepted issues and the other side expects the public sphere to constantly discuss the moral system and to place the taboos of the masses on the agenda;
- refers to the different conceptions of the roles of the audience (active and passive).

(2 points can be given if the examinee named and demonstrated the debating models, and correctly interprets them (for example media pessimism and media optimism). 1 point can be given to the examinee for a deficient or partly acceptable answer.)

1-1-1-1:  A maximum of 4 additional points can be given to the examinee (at the discretion of the correcting teacher) if the essay includes and correctly reflects on at least four of the following statements:
- “the quality press is the forum of the cultivated middle-class”
- “the yellow press is the media of »uncivilized people«”
- “the yellow press is democratic, entangled, razor-thin and free by birth”
- “intellectuals are concerned about the depravation of the written and electronic press”
- “certain media-researchers do not share these concerns”
- “certain media researchers attribute moral guidance to reality shows, community-constituting strength to soap operas, society-integrating roles to celebrities, and moral content to the scandals in public life.”
- “certain media researchers think that people are not stupid”

3 points can be given for correct essay structure (statement, observations, argumentation, demonstration based on existing knowledge, and conclusion).
In the case of independent observations, 2 additional points can be given depending on its relevancy and quality.