MOZGÓKÉPKULTÚRA
ÉS MÉDIAISMERET
ANGOL NYELVEN

KÖZÉPSZINTŰÍRÁSBELI
ÉRETTSÉGI VIZSGA

JAVÍTÁSI-ÉRTÉKELÉSI
ÚTMUTATÓ

NEMZETI ERŐFORRÁS
MINISZTÉRIUM
QUESTIONS TESTING KNOWLEDGE (maximum 10 points)

1. 3 points
a) **Explain what you can set** by choosing the manual or auto setting on a camera. (2 points)

b) **Explain why good quality cameras offer** the choice of manual settings. (1 point)

Correct answer:

- Award 1 point each (maximum 2 points) if Candidate identifies correctly the optional adjustments of brightness and focal length.
- Award 1 more point if Candidate states correctly that manual camera settings make it possible for the user to decide what to sharpen and correctly expose in the picture, and not the camera.

2. 4 points
**List at least five film movements** and name an important director and one of his/her films for each.

Correct answer:

- Award 0 points if Candidate gives only 1 correct answer; award 1 point each (maximum 4 points) for any of the following answers (or any other similarly adequate answers regarding the history of film movements) if Candidate names valid statements according to the following (or any other similarly adequate statement regarding the history of film movements, filmmakers and their films):
  - Soviet avant-garde – Sergei Eisenstein – Battleship Potemkin
  - French avant-garde – René Clair – Entr’acte
  - German expressionism – Robert Wiene – Dr. Caligari
  - Italian neo-realism – Vittorio de Sica – Bicycle Thieves
  - French Nouvelle Vogue – Jean-Luc Godard – Breathless
  - Czech New Wave – Jiří Menzel – Closely Watched Trains.

3. 3 points
**Name at least three methods** that help media-controlling authorities and broadcasters deal with the problem of media violence.

Correct answer:

- Award 1 point (maximum 3 points) for each of the following answers (or any other similarly adequate instruments of regulation):
  - establishing the age-limit system ordered for programmes and its regulated use
  - films with an age limit can only be broadcast during certain times (screening programmes that show violence for its own sake or too much violence in the late time zone targeted at adults)
  - avoiding shocking or visually unsettling pictures in news and information programmes
  - placing a warning insert or verbal warning before shocking and visually unsettling pictures in information and news programmes
  - avoiding screen violence for its own sake
  - authorized control of the amount of criminal, ‘dark’ news in news programmes.
COMPREHENSION TASK: (maximum 25 points)

4. 3 points
Put the characters appearing in the extract into three groups by describing their roles in the dramaturgy of the plot. (3 points)

Correct answer:
Award 1 point each (maximum 3 points) if Candidate:
   a) puts the two men in suits in a separate group as characters who control others and have power
   b) notices that the extract makes a distinction among the members of the crowd who have woken up / been resurrected: the majority is only supportive cast who is passive and defenceless, obedient and does not have its own story or fate (second group)
   c) notices that some of them are given highlighted positions and also appear as an individual group at the end of the extract.
(Only award points for recognising the different groups if Candidate differentiates them by using adequate and valid reasons in the description.)

5. 3 points
Look at the composition of the two shots carefully and then answer the questions.
a) Name two methods of film composition / mise-en-scène that characterize the first shot. (1 point)

b) Name two methods of film composition / mise-en-scène that characterize the second shot. (1 point)

c) Describe how the two shots define the two suited men’s relationship to the other characters. (1 point)

Correct answer:
Award 1 point for each answer if Candidate identifies two of the following formal devices or gives other similarly justifiable answers:

a) long shot, deep focus shot composition, frontal shot

b) medium shot (different types), shot / reverse shot technique, matched cut

c) award 1 point if Candidate states that in the first shot the two ‘authors’ (or gentlemen in suits) are positioned above the people/fates arriving on the production line as if dominating them, and in the second shot body language expresses their privileged position, in both shots they keep a distance / are separate from the crowd.

6. 3 points
a) Identify the common feature in the following quotations that describe the characters’ use of language.
- “the dawn of undisturbed happiness”
- “which one of us is without fault”
- “we make your dreams come true”
- “life is a great, exciting adventure.” (1 point)

b) Find two similar expressions in the extract that display the same feature as in the examples in part a) above. (2 points)

Correct answer:
   a) Award 1 point if Candidate identifies the common feature: clichés, exaggerated or superficial generalizations
b) Award 1 point (maximum 2 points) for each correct, relevant expression from the extract. E.g. “our noble mission”, “they live happily ever after”, “the vital engine of a nice home is the woman”, “never give up hope”, “everything is going to change from now on”, “we are handling your problem”, “couples seek happiness”.

7. 2 points
Prove that the extract shows a certain unreal world, which is ‘removed’ and conventionalized, by referring to at least 4 observations. (2 points)

Award points according to the following:
0-1 elements: 0 points
2-3 elements: 1 point
4 elements: 2 points

Candidate names elements from the list below or any other similarly justifiable alternatives:
- unexpected, out-of-the-blue use of arias at the end of the extract
- use of special effects, e.g. slow motion and reverse motion
- ‘resurrection’ of motionless bodies arriving on the production line
- after waking up one of the authors calls their world ‘surreal’
- characters do not walk but slide standing on the production line
- certain events happen according to a previously written script.

8. 4 points
Use an element of plot or any other observation to prove that the people arriving on the production line are:
   a) subjects of a political regime
   b) dead
   c) characters in a play
   d) dreaming.
Correct answer:
Award 1 point each (maximum 4 points) if Candidate uses correct plot elements to prove the given concepts.
Accept any of the following elements of plot or other similarly justifiable observations:
   a) they are subordinate to the two suited gentlemen
   - they hand over their lives to the two men and do what they are told
   - they inform on each other
   - they are watched all the time.
   b) people arriving on the production line do not move
   - the suited men’s toast may refer to heaven
   - the girl called to the meeting says that she does not want her current life any more (what she say may refer to suicide)
   - we can see the image of the hanged girl.
   c) the two bowler-hatted figures sketch a banal storyline
   - the two ‘authors’ deal with the people arriving on the production line as characters in their story
   - a group of young people sings at the house.
9. 2 points

a) Identify the type of editing technique that characterizes the speech scene after the crowd’s resurrection / waking up. (1 point)
b) Analyse the effect of the technique used. (1 point)

Correct answer:

a) Award 1 point if Candidate correctly identifies the technique of change of shot through camera movement.
b) Award 1 point if Candidate gives any of the following or other similarly justifiable reasons to explain the use of change of shot through camera movement:

- camera movements and the constantly changing and wavy motion of the characters composed in the depth of field can genuinely express the speaker’s (and his escort’s) strong effect on the crowd
- the admiration and fascination created by the speech keeps intensifying the speakers’ passionate performance
- the dominant effect of the movement of the two suited men on the movement and realignment of the crowd.

10. Identify a shot where sound and picture counterpoint each other. (1 point)
Support your answer with reasons. (1 point)

Correct answer:

Award 1 point each (maximum 2 points) for any of the following or other similarly justifiable shots and correct reasoning for the counterpoint:

- shots of people singing triumphantly on the production line (long and medium shots), where enthusiastic lyrics and neglected environment interfere with each other; arrival of people singing triumphantly on the production line counterpointed by the ruined building.

11. In the extract, the characters that control events also behave in a slightly uncertain, puzzled way, alluding to the fact that they might not be sure what to do, depend on somebody/something and are only representatives of an outside power or order.

Find at least 2 motives or scenes of this nature.

Correct answer:

Award 1 point each (maximum 2 points) for the following or any other similarly adequate observations that can be justified by the extract:

- the clothing of the suited men is very clerk-like, and so alludes to an inferior position
they remove the bodies arriving on the production line with their own hands, which alludes to their position as executor
- after removing the bodies there is a medium shot of them that reveals their uncertainty and that they are thinking
- this same uncertainty can be found in the long shot that ends with them stopping, hands on hips, looking at the stretched out bodies and glancing at each other in an expectant way
- we see them lighting candles and kneeling in front of an altar-like statue in the back rooms, which alludes to some kind of ceremony or ritual (at the beginning of the ritual their facial expressions and looks are uncertain) – this obviously suggests a belief in a superior authority or idea (the statue on the altar is of an idealized female figure)
- the ‘resurrection’ of the crowd can be interpreted as a miracle, which is obviously the direct continuation of this religious, ritual ceremony – as if it were happening by using the power outside the suited men
- the speech is given decisively in the plural throughout, and although this could be interpreted as a reference to the majestic plural or to the two of them, the promises in the speech foreshadow a bigger organization working to make the crowd happy and a continuous working process
- the planning of role play and contest of the couples requires thoughtful preparation and intellectual work, and they need a great number of prepared documents and information (files, records and photos) – the anxiety of the suited men suggests that they will have to account for the efficiency of the invented plan somewhere / to someone.

12. 4 points
Name and interpret at least 2 parts in the extract that suggest that it takes place in some kind of undefined dictatorship.

a) Award 2 points each (maximum 4 points) for any of the following or other observations that can similarly be justified by definite elements, in addition to connecting them to specific historical events:
- dead bodies arriving on a production line alludes to Nazi death camps and crematoriums, with the notion of death produced on a production line like an industry
- the part where the crowd is kept waiting in outer rooms also alludes to the deportations of the Nazi era; characters, mainly passive and resigned, are sitting in one place surrounded by scattered, worn-out luggage, among them there are rails alluding to Holocaust trains
- characteristic of any totalitarian system is the image of the enthusiastic and excited crowd following the uplifting and passionate speech of the speaker who walks with them and is protected by an escort (and the notion of rhythmic clapping at the end of the scene clearly alludes to similar events in Soviet-like regimes)
- after the uplifting speech the suited men withdraw with telling looks to their private space to avoid admiration, open informing and accusations; this is a reference to the leader withdrawing to his closed world, which is one of the basic features of all types of totalitarian systems
- the two scenes behind closed doors where there are personal interrogations and custom-made deals allude to totalitarian systems with their unfathomable and constantly changing processes and loyalty forced by intricate manipulations; the
complete submission to leaders (the first dialogue with elements of self blame / self confession alludes to self-critical loyalty oaths of Soviet-like regimes)

- at the end of the extract there is a procession to the ruined building accompanied by music, which alludes to tableaus of huge demonstrations of any totalitarian, but especially Soviet, regime (characterized by pathos and rigid positions, the song performed as if it were a march and, most importantly, scenes in a factory/labour environment)

- the ‘game’ planned by the suited men in the closed room symbolically hints at the social experiments of totalitarian systems where a new society or new order is being established and the existing social structure is violently subverted, which could characterize any totalitarian system.
MEDIA MINI ESSAY (maximum 15 points)

13. 15 points
   a) **Identify** which of the following articles (I–IV) are taken from **tabloids** and which from **serious papers (broadsheets)**. **Justify each answer briefly.** (4 points)

   b) **Write a short essay entitled** “Which shall I choose?” in which you **compare the roles of tabloids and serious papers on the basis of their functions and important features**. (6 points)

**Attention!** You can read all the original Hungarian articles and you can find the English translation of their texts following each of them.

I.) article

**HÍREK**

**Leadtuk a programot**

**BUDAPEST** – Elküldte tegnap a kormány Brüsszelnek az új konvergencia programot, vagyis a magyar gazdaság fejlődési pályázájáról szóló tervet. Eszerint 2013-ig 682 milliárd forintot spórolna a kormány főként a szociális klídásokon.

**News**

**Programme submitted**

**Budapest**

Yesterday the Government submitted the new Convergence Programme to Brussels, i.e. the plan for the development of the Hungarian economy, according to which the Government would save HUF 682 billion by 2013 mainly on social expenditures.
Economy programme on table at European Union [written by Anna Szabó]

Yesterday the Ministry of National Economy filed the Stability and Convergence Programme with the European Committee and the Council of European Union. It is based on the Széll Kálmán Plan and records Hungarian economic policy until 2015. It is the first plan for a long time that is supported by calculations and is a programme based on realistic opportunities and latitude to decrease public debt and boost economic growth.

Hungary submitted its Convergence Programme yesterday, providing an economic schedule for reforming the country over the next four years. The plan, which is based on a reduction in public debt and on job creation, specifies the measures necessary for enabling economic growth in the country and the strengthening of its competitiveness until 2015. The Convergence Programme reckons with two scenarios due to the risks of international financial environment: one is a more careful, conservative calculation, which expects a growth rate of 3–3.5%, while the more dynamic plan is based on an economic growth rate of 3.2–5.5%. The Programme, which is based on the key elements of the Széll Kálmán Plan, is to be prepared every year in accordance with EU membership requirements, taking the latest EU prognoses into consideration. The most important message of the plan, whose key figures the Government accepted on Wednesday, is the gradual reduction of public debt from the current level of more than 80% to 64.5%.

(to be continued on page 11)
III.) article

Convergence Programme

Figures submitted to Brussels based on more pessimistic scenario

Orbán government promises severe measures [written by Bence Kríván]

On Friday, the Government submitted its Convergence Programme to Brussels; it is the longer version of the Széll Kálmán Plan and provides a number of new elements in comparison to anything revealed so far.

The prognosis is no longer as optimistic as the earlier version which ensured an economic growth rate of 4–6%. Besides the ‘dynamic’ scenario indicating financial optimism, the Government has also outlined a version that seems more realistic and cautious; published in English, the translation consistently calls it ‘conservative’. According to this version, in the forecasting period until 2015 the growth rate of GDP will not exceed 4% in any year due to possible international development.

Unemployment rate

Annual average (%)

(Source: www.kormany.hu / NÉPSZABADSÁG-GRAFIKA )

Diagram:

- line on top: conservative
- line at the bottom: dynamic

As time passes, the gap between the expected growth rate of GDP in the two scenarios – conservative and dynamic – widens. The prediction this year is 3.1% and 3.2% respectively, which is set to become 3.5% and 5.5% by 2015. There is no mention of 6% anywhere in the 2012-03-23 11:15:14
document. At present the generator of development is mainly the exports of the processing industry, while the Government regards developing domestic consumption as a demand-increasing factor. This is indicated by the fact that even their cautious prediction expects a public consumption rate of 2.2–3.1% in the next few years. At the same time, the dynamic version outlines an almost American rate of plus 4.9%, forgetting those with foreign currency loans who are concerned about repaying their credit as soon as possible rather than generating another consumption boom. The increased export and import rates are similarly aimed at being more than 10%, revealing more of a sense of reality.

The Government has come round to the viewpoint of the Hungarian National Bank regarding the question of inflation, i.e. last year’s inflation rate of 4.9% will fall to the target rate of 3% only by 2013. The Government itself contributes to setting inflation by not giving way to the rise in administered prices, in addition to prohibiting pay rises and the already introduced hiring freeze in the civil service. At least the real value of employees’ pay does not decrease due to the advance of the new tax base calculation method (‘super grossing’). The Government has once more announced that, whatever happens, it will not allow the budget deficit to exceed 3%. Although 2011 closed with a 2% surplus due to the nationalization of the private pension fund, they promise a calculated deficit not more than 2.9% GDP even without single items. In fact, the expected rate is 2.5% by 2013, although theoretically ‘crisis taxes’ will have expired by then. On the other hand, the first results of the New Széchenyi Plan will start to appear, providing extra employment that means extra income for the Government budget. However, they can say goodbye to the HUF 250 billion blocked this year, which is a permanent loss for the budget. The ministry preparing the proposal is already planning a 1.5% minimum deficit.

The Government also assumes that public debt culminating last year at 80.2% will fall to under 65% by 2015 due to the effective measures of the Széll Kálmán Plan. The Programme also promises that the introduction of governmental approval required for local governments to obtain loans will make the system transparent. This will ensure that the 2010 situation can be avoided, when only after announcing the accomplishment of budget deficit targeted at 3.8% of GDP did it transpire that the deficit was in fact 4.2%, i.e. much worse than the expected rate due to uncontrolled local government debt.

Market not excited

There has been no significant strengthening of the Hungarian forint, and after the English version of the Programme was published it moved in a narrow HUF 0.50 range compared to the Euro, indicating that the Programme does not offer much in the way of new ideas in comparison to details leaked so far. According to experts, the arrangement plan outlined figures in a random way, apart from which the Government did not provide the market with any guarantee about the possibility of accomplishing them. Nevertheless, investors continue to believe that the Széll Kálmán Plan will succeed.
Economic Programme submitted to Brussels

**Government tightens purse strings**

Pay in the civil service is to be frozen and disability pension reform is expected to result in significant savings for the Government.

**Big spring clean**

The Orbán Government has submitted the Convergence Programme (meaning: a collection of criteria providing stability in the balance of public finance) to Brussels. According to the National Economy Ministry the 85-page English-language Programme is based on the Széll Kálmán Plan but after a closer look it reveals a plan with more cautious figures. (The Ministry does not intend to issue a Hungarian version.) According to the diagrams in the Programme, the Government presents conservative and dynamic (i.e. pessimistic and optimistic) expectations. In the case of the previously publicized economic growth rate of 4–6%, indications are that according to the conservative predictions this can only reach a maximum of 3%. This year the Government will save HUF 15 billion, and in the coming years the state of the budget will improve by HUF several billion. What is in the Programme?

**Public debt**

Public debt will decrease from 80% to 75.5% by the end of this year and will reach 64% by 2015.
Economy
Growth does not meet expectations, i.e. the programme reckons with 3–3.5%. The Government, however, is optimistic about employment and investment. By 2015, employee numbers will have increased by 300,000–400,000 and the number of investments by 5%.

Pensions
The Government has already saved HUF 12 billion on disability pensions this year, which will have increased to HUF 88 billion by next year and HUF 117 billion by 2013. By reforming the early retirement system (some options will no longer be available), the Government will save HUF 1.5 billion next year and HUF 5.5 billion in 2013. Minimum pensions will be frozen (HUF 28,500) and the age of retirement will be increased, although no information about the latter is revealed. The increase in pensions is adjusted to match inflation and so does not increase in accordance with economic growth.

Labour market
In 2012, gross pay in the civil service will not increase but by introducing ‘super grossing’ net salary can grow slightly. Simply by reducing unemployment benefits, the Government will save HUF 110 billion next year, and the labour market will save a total of HUF 195 billion.

Correct answer:

Award 1 point each (maximum 4 points) if Candidate identifies correctly that Article I is from a tabloid, Article II is from a serious paper, Article III is from a serious paper and Article IV is from a tabloid. Award point only if Candidate supports answer with valid reasons, e.g. the following or any other justifiable observation based on the text or form of the article:
I) the tabloid character of the source is revealed by the fact that it reports a significant event in brief news, in which there is only one – although rather shocking – figure is included, i.e. the Government intends to save HUF 682 billion on social expenditures in two years.
II) the source is the serious press, which is revealed by the explicating manner of composition with technical phrases, detailed in nature, also illustrating the change in the rate of unemployment with a diagram; by the fact that the topic of the article is also presented from another angle in a short piece of news (the market has not become excited)
III) the source is a serious paper, which is revealed by the explicating manner of composition with technical phrases, detailed in nature, also illustrating the change in the rate of unemployment with a diagram; by the fact that the article is “continued on page 11”, i.e. the topic, which gives information about Government action, is of general interest and is particularly important, therefore it is the subject matter of complex, detailed analysis.
IV) the tabloid nature of the source is revealed by the appearance and style of composing, the font size of the title, the use of eye-catching phrases (purse strings, spring clean), prominent photo, and the advertisement placed right next to the public interest article.

Award 1 point each (maximum 6 points) if in the mini essay Candidate correctly presents the difference of functions and characteristics between tabloid and serious press using any of the following (or other similarly justifiable facts):
- tabloid choice of topics (selection of news) is based on different principles than those of the serious press: the presentation of governmental, political news is not necessary in tabloids, but if it is included the sensational elements and dramatic, conflict-seeking nature are highlighted, while the serious press tries to present and analyse the topic on the basis of the information value of reality and objectivity, basically it aims at sensible and balanced comprehension
- interesting, personal, sensational information takes up more pages in tabloids than in serious papers
- style of information composition in tabloids is usually more concise and uses simpler conceptual apparatus
- use of language in tabloids is closer to everyday speech, it is often vulgar and simplified but grabs the attention and is eye-catching; on the other hand, the linguistic style of texts in the serious press is more sophisticated, sometimes scientific and full of rhetorical phrases
- in the material of serious papers there is an obvious dominance of verbal signs as opposed to pictures; most of the visual signs are expressive, demonstrative charts, diagrams and illustrations, while tabloids emphasize the use of visual aids, with many more pictures and illustrations than in serious papers
- titles in tabloids are eye-catching, attract readers’ attention to texts with large font sizes and contrasting colours
- tabloids usually publish more advertisements than serious papers
- choice of topic and style of composition creates excitement and tension in the reader, through which a desire to put right the physical and moral order is also created, while serious papers write first and foremost about everything of public interest by presenting the operation of certain establishments in society in connection with the given event
- tabloids present the carnival, non-official world of rule-breaking and taboos in the light style of gossip, rumours, hearsay and scandal, in contrast to serious papers with their norm-following role.

Award 3 points for correctly constructed essay organization (statement, observations, reasoning-justification based on facts, conclusion).
Award 2 more points for individual observations and their quality.