MOZGÓKÉPKULTÚRA ÉS MÉDIAISMERET ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI VIZSGA

2017. május 24. 14:00

Időtartam: 180 perc

Pótlapok száma

Tisztázati

Piszkozati

EMBERI ERŐFORRÁSOK MINISZTÉRIUMA
Information

The written exam is 180 minutes long.

The exam material includes a short film extract on DVD. At the beginning of the exam, candidates watch the film or programme extract that goes with the question sheet. After the question sheets have been handed out, candidates have three minutes to study the questions. Candidates watch the extract again, then start working on the question sheet.

Candidates may watch the extract again (for a third time) if any of them wish to do so. This will happen at the beginning of the last 30 minutes before they hand in the question sheet.

Candidates may only use the question sheets. No other help is allowed.

The written exam question sheet consists of three sections:
- Questions testing knowledge and facts. This part carries a maximum of 20% of the total;
- Questions testing the comprehension of moving image on the basis of the extract shown. This part carries a maximum of 50% of the total.
- Question testing the ability to define and analyse problems concerning mass media. This part carries a maximum of 30% of the total.

The parts in bold help the candidate to focus on what the task requires of them.
KNOWLEDGE (maximum 10 points)

1. 2 points
List the elements that establish the use of sounds in a film.

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2. 3 points
Analyze the metacommunicative signals of the man and the woman standing still in the following picture according to three significant factors of metacommunication.

![Image of Vivian Maier's photograph](https://example.com/image.jpg)

Vivian Maier/ Malof Collection, Howard Greenberg Gallery

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Név: ........................................................... osztály:......
3. 
List at least three factors as a result of which globalising media can be interpreted as a harmful/dangerous phenomenon. Justify your choice.
4. Explain the difference between a classic movie star and a television personality. In your answer describe both types in terms of two major characteristics.
COMPREHENSION (maximum 25 points)

5. 3 points
Match 2-2 elements of the film extract to the following concepts.

a) everyday reality/normality (1 point)

b) rarely occurring in everyday life, ‘unusual, extreme’ (1 point)

c) fabulous, imaginary (1 point)

6. 3 points
List at least three specific elements and/or film techniques that provide continuity between locations and scenes within the film extract.
7. Give at least three reasons why the storyline is naive, tale-like. 3 points

8. Describe Lili (the girl with the bomb) and Dóra (the other girl in the mirror labyrinth) according to their appearance and behaviour. 2 points
9. 4 points
List four archetypes/topoi that are clearly represented in the extract.

10. 2 points
The film extract represents the characteristics of the "directors’s” or "art film” style. Choose one of them and explain how it is typical of this style.
11. **8 points**

Compare the scene in the mirror labyrinth/mirror room with the last part of the extract (where the experiment begins, human speech goes round the world). Support your answer with **two-two observations, statements** from the following points of view:

a) according to the quality of the applied techniques, story building elements and references (4 points);

b) according to the applied film techniques (4 points).

Base both of your answers on the given aspects (2 points) and the interpretation of these aspects (2 points), i.e. points are given for correct comparison of aspects and the analyses of the two scenes according to the given points of view.

a1)

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Mozgóképkultúra és médiaismeret
angol nyelven — középszint

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

b1) ........................................................................................................................................
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SHORT ESSAY ABOUT THE MEDIA (maximum 15 points)

12.
With the help of the following pictures and your media studies write a short essay with the title ‘Dangers of the media, prohibition or freedom’.

a) Select and interpret at least three phenomena in the operation of the media that are considered dangerous and are prohibited by media legislation and also write about five phenomena that are not legally prohibited. 8 points

b) Out of the eight phenomena that are considered dangerous at least two must be related to the pictures a-b-c-d. In these cases include a brief analyses of the pictures. (Not all the phenomena that are considered dangerous are illustrated by the attached pictures, i.e. your answer can be based on a dangerous phenomenon that is not connected to a picture.) 2 points

c) Compare the two groups of media phenomena that are considered dangerous (prohibited or not prohibited) and analyze the ways in which they differ, apart from the way in which they are treated by the law. 2 points
Online videogame player (picture with no marking)

picture 'c': journalists taking photos of individuals leaving the National Election Office who have previously prevented MSZP’s initiation of a national referendum

picture 'd': old people in a tv commercial

Bruce Willis in Die Hard 6 (picture with no marking)

Jezsof, one of Stalin’s officials, is absent from the second picture (picture with no marking)
In our article of 19. 01.2015. with the title of 'Penalty for fake medicine again’ we wrongly stated that Culevit Ltd. was fined by the Hungarian Competition Authority for fake medical treatment, in addition to saying that the corporation "wrongly stated that the product might be a solution for those who suffer from cancer related diseases”.

The truth is that the Hungarian Competition Authority did not investigate whether the given product cures patients or not. The penalty charge of 25 million Forints was ordered because the special formula called Culevit – intended for use for therapeutic purposes – was claimed to possess suitable properties for curing and treating diseases.

( Picture with no marking)
| Knowledge of facts and subject | 10 |
| Comprehension                  | 25 |
| Short essay on the media       | 15 |
| **Total score of written exam** | **50** |

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