



GCE A LEVEL

A680U20-1



THURSDAY, 5 JUNE 2025 – AFTERNOON

MEDIA STUDIES – A level Component 2
Media Forms and Products in Depth

2 hours 30 minutes

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen. Do not use gel pen or correction fluid.

Write your answers in the separate answer booklet provided, **following the instructions on the front of the answer booklet.**

There are **three** sections: A, B and C. Answer on **the option you have studied for each section.** Answer **both** questions on your chosen option in Section A, the **one** question on your chosen option in Section B and the **one** question on your chosen options in Section C.

Use both sides of the paper. Write only within the white areas of the booklet.

Write the question number in the two boxes in the left-hand margin at the start of each answer, for example

1	1
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Leave at least two line spaces between each answer.

INFORMATION FOR CANDIDATES

The allocation of marks is given at the end of each question. The number of marks indicates the length of the response required.

There are **three** sections in total. You are advised to spend 50 minutes on each section of the paper. You should use relevant subject-specific terminology where appropriate.

Questions in Sections B and C require an extended response. You will be assessed on the quality of your written response, including the ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.

SECTION A – TELEVISION IN THE GLOBAL AGE

Answer **both** questions on your chosen option.

Either,

Option 1: *Peaky Blinders* and *The Bridge*

1	1
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 Explore how *Peaky Blinders* uses marketing to target and attract audiences. [15]

1	2
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 Explain the strategies that television organisations use to minimise risk and maximise audiences.

Refer to *The Bridge* in your response. [15]

Or,

Option 2: *Black Mirror* and *The Returned*

2	1
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 Explore how *Black Mirror* uses marketing to target and attract audiences. [15]

2	2
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 Explain the strategies that television organisations use to minimise risk and maximise audiences.

Refer to *The Returned* in your response. [15]

Or,

Option 3: *Killing Eve* and *Tehran*

3	1
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 Explore how *Killing Eve* uses marketing to target and attract audiences. [15]

3	2
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 Explain the strategies that television organisations use to minimise risk and maximise audiences.

Refer to *Tehran* in your response. [15]

SECTION B – MAGAZINES: MAINSTREAM AND ALTERNATIVE MEDIA

Either,

Option 1: *Woman* and *Adbusters*

4	0
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‘Magazine representations are more influenced by economic contexts than social and cultural contexts.’

To what extent do you agree with this statement? Refer to the set editions of *Woman* and *Adbusters* in your response. [30]

Or,

Option 2: *Woman’s Realm* and *Huck*

5	0
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‘Magazine representations are more influenced by economic contexts than social and cultural contexts.’

To what extent do you agree with this statement? Refer to the set editions of *Woman’s Realm* and *Huck* in your response. [30]

Or,

Option 3: *Vogue* and *The Big Issue*

6	0
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‘Magazine representations are more influenced by economic contexts than social and cultural contexts.’

To what extent do you agree with this statement? Refer to the set editions of *Vogue* and *The Big Issue* in your response. [30]

SECTION C – MEDIA IN THE ONLINE AGE

JJ Olatunji/KSI OR Zoe Sugg

AND

gal-dem* OR *Thiiird* OR *Attitude

7	0
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How useful is semiotic theory for analysing online media products?

Refer to Roland Barthes' semiotic theory and **one** product from **Group 1** and **one** product from **Group 2** in your response.

[30]

Group 1	Group 2
JJ Olatunji/KSI or Zoe Sugg	the <i>gal-dem</i> website or the <i>Thiiird</i> magazine website or the <i>Attitude</i> website

END OF PAPER