



GCE AS

B680U10-1



S25-B680U10-1



TUESDAY, 13 MAY 2025 – AFTERNOON

MEDIA STUDIES – AS Component 1
Investigating the Media

1 hour 45 minutes

ADDITIONAL MATERIALS

In addition to this question paper, you will need:

- to view an audio-visual resource for use with Question

1	0
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- Notes Sheet for use with Question

1	0
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- a print resource for use with Question

2	0
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- a WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

You will have **one minute** to read Question

1	0
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 before viewing the audio-visual resource.

Use the Notes Sheet provided to make notes on the resource.

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

Answer **all** questions.

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

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	0
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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.

You are advised to spend approximately 1 hour and 15 minutes on Section A, including studying the unseen resources, and approximately 30 minutes on Section B.

You should use relevant theories and relevant subject-specific terminology where appropriate.

Question

2	0
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 requires 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.

Question

3	3
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 provides an opportunity to draw together knowledge and understanding from across the full course of study. You will be rewarded for drawing together knowledge and understanding of different areas of the theoretical framework and media contexts.

Answer **all** questions in **both** sections.

SECTION A: INVESTIGATING MEDIA LANGUAGE AND REPRESENTATION

Media Language

Question

1	0
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 is based on a music video extract from *Unhealthy* by Anne-Marie featuring Shania Twain (2023).

You will be allowed **one minute** to read Question

1	0
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The music video extract will be shown **three times**.

First viewing: watch the music video extract.

Second viewing: watch the music video extract and **make notes**.

You will then have **five minutes** to **make further notes**.

Third viewing: watch the music video extract and **make final notes**.

Once the third viewing has finished, you should answer Question

1	0
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1	0
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 Explore how visual elements create meaning in this music video extract.

[10]

Representation

Question

2	0
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 is based on **both** of the following:

- Print resource: the front page of the *Daily Express* (25 October 2022) published on the day Rishi Sunak was appointed Prime Minister of the UK, having been elected by the Conservative Party
- the front page of the *Daily Mirror* (01 February 2022) you have studied.

Use the print resource and the set newspaper front page you have studied when answering the question.

2	0
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 Compare the choices the newspapers have made in their representation of events.

In your answer, you must consider:

- the similarities and differences in the representations
- how far the representations relate to relevant media contexts.

[25]

SECTION B: INVESTIGATING MEDIA INDUSTRIES AND AUDIENCES

Media Industries

3	1
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 Name the conglomerate that owns Marvel Studios. [1]

3	2
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 Briefly explain **two** advantages of producing a film in a conglomerate organisation. [4]

In Question

3	3
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, you will be rewarded for drawing together knowledge and understanding from across your full course of study, including different areas of the theoretical framework and media contexts.

3	3
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 Explain the significance of economic factors to film distribution.
Refer to *Black Panther* to support your points. [10]

Audiences

4	1
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 Identify **two** ways advertisers reach audiences. [2]

4	2
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 Explain how producers of advertisements address audiences.
Refer to the set *Super. Human* advertisement to support your points. [8]

END OF PAPER

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