



GCE A LEVEL

A680U20-1



TUESDAY, 4 JUNE 2024 – 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** of the questions on your chosen option.

Either,

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

1	1
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Explore how the set episode of *Peaky Blinders* reinforces or challenges genre conventions.

[15]

1	2
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Explain how social and cultural contexts influence audience interpretations of television products.

Refer to the set episode of *The Bridge* in your response.

[15]

Or,

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

2	1
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Explore how the set episode of *Black Mirror* reinforces or challenges genre conventions.

[15]

2	2
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Explain how social and cultural contexts influence audience interpretations of television products.

Refer to the set episode of *The Returned* in your response.

[15]

Or,

Option 3: *Killing Eve* and *Tehran*

3	1
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Explore how the set episode of *Killing Eve* reinforces or challenges genre conventions.

[15]

3	2
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Explain how social and cultural contexts influence audience interpretations of television products.

Refer to the set episode of *Tehran* in your response.

[15]

SECTION B – MAGAZINES: MAINSTREAM AND ALTERNATIVE MEDIA

Answer **one** question in this section.

Either,

Option 1: *Woman and Adbusters*

4	0
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How useful are feminist theories for analysing the representations in the set editions of *Woman and Adbusters*?

Refer to at least one of the following theories in your response:

- van Zoonen's feminist theory
- bell hooks' feminist theory

[30]

Or,

Option 2: *Woman's Realm and Huck*

5	0
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How useful are feminist theories for analysing the representations in the set editions of *Woman's Realm and Huck*?

Refer to at least one of the following theories in your response:

- van Zoonen's feminist theory
- bell hooks' feminist theory

[30]

Or,

Option 3: *Vogue and The Big Issue*

6	0
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How useful are feminist theories for analysing the representations in the set editions of *Vogue and The Big Issue*?

Refer to at least one of the following theories in your response:

- van Zoonen's feminist theory
- bell hooks' feminist theory

[30]

SECTION C – MEDIA IN THE ONLINE AGE

Answer **one** question in this section.

JJ Olatunji/KSI OR Zoe Sugg

AND

gal-dem* OR *Attitude

7	0
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To what extent has the Internet challenged the power and dominance of large media organisations?

Refer to **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>Attitude</i> website

END OF PAPER