



GCE AS

B680U10-1



TUESDAY, 14 MAY 2024 – 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

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- Notes Sheet for use with Question

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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

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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

Question

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 is based on the advertisement for *Miss Dior, The New Fragrance* (2021) featuring Natalie Portman.

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

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The advertisement will be shown **three times**.

First viewing: watch the advertisement.

Second viewing: watch the advertisement and **make notes**.

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

Third viewing: watch the advertisement and **make final notes**.

Once the third viewing has finished, you should answer Question

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Media Language

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 Explore how the combination of elements of media language communicates meaning in this advertisement. [10]

Question

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

- Resource A: the film poster for *The Woman King* (2022) set in the 1800s. It explores female warriors protecting the African kingdom of Dahomey from a foreign enemy
- the set print advertisement for *Tide* (1950s).

Use this film poster and the set print advertisement when answering the question.

Representation

2	0
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 Compare how representations convey beliefs about the world.

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 regulatory body for video games in the UK. [1]

3	2
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 Explain why video games are regulated. [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 how social and cultural contexts influence video game production. Refer to **at least one** game from the *Assassin's Creed* franchise to support your points. [10]

Audiences

4	1
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 Identify **two** audiences targeted by the *Daily Mirror*. [2]

4	2
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 Explain why audiences interpret newspapers in different ways. Refer to the *Daily Mirror* to support your points. [8]

END OF PAPER

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