



GCE A LEVEL

1680U30-1



S25-1680U30-1

MONDAY, 19 MAY 2025 – AFTERNOON

MEDIA STUDIES – A2 unit 3

Media in the Global Age

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.

Answer **three** questions: **one** question from Section A, **one** question from Section B and **one** question from Section C.

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 your name, centre number and candidate number in the spaces at the top of the answer booklet. At the end of the examination, the answer booklet must be handed to the invigilator.

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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INFORMATION FOR CANDIDATES

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

You are advised to spend approximately 50 minutes on each of sections A, B and C.

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

The quality of your written communication, including appropriate use of punctuation and grammar, will be assessed in Section A.

Answer **one** question in each section.

SECTION A: TELEVISION IN THE GLOBAL AGE

Either,

1	1
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‘All narratives share a basic structure that involves a movement from one state of equilibrium to another’ (Todorov).

Discuss this idea with reference to *Hinterland* and the **European** crime drama you have studied.

[30]

European crime drama set products:

The Bridge (Denmark/Sweden)

The Disappearance (France)

The Killing (Denmark)

Arne Dahl (Sweden)

Or,

1	2
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‘The way in which binary oppositions are resolved can have particular ideological significance’ (Levi-Strauss).

Discuss this idea with reference to *Hinterland* and the **historical** crime drama you have studied.

[30]

Historical crime drama set products:

Prime Suspect (UK)

Touching Evil (UK)

Morse (UK)

Cracker (UK)

SECTION B: MAGAZINES – CHANGING REPRESENTATIONS

Either,

2	1
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In what ways can stereotypes be used positively and negatively by magazines?
Explore examples from **the mainstream magazine online and the historical magazine** you have studied.

[30]

Mainstream magazine online set products:	Historical magazine set products:
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Cosmopolitan
Hello
Men's Health
Vogue

Vogue
Woman
Woman's Realm

Or,

2	2
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In what ways can representations in magazines embody values and ideologies?
Explore examples from **the mainstream magazine online and the non-mainstream magazine online** you have studied.

[30]

Mainstream magazine online set products:	Non-mainstream magazine set products:
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Cosmopolitan
Hello
Men's Health
Vogue

Adbusters
Attitude
Huck
Pride

SECTION C: MEDIA IN THE DIGITAL AGE – VIDEO GAMES

Either,

3	1
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How important are specialised audiences, such as fans, to the video game industry?
Discuss with reference to **one action-led franchise game** and **the one game in another genre you have studied**. [30]

Action-led franchise game set products:	Games in other genres set products:
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Assassin's Creed
Grand Theft Auto
Mass Effect
Tomb Raider

Wii Sports
Cooking Mama
Minecraft
The Sims

Or,

3	2
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How important is marketing in attracting audiences to video games?
Discuss with reference to **one action-led franchise game** and **the one game in another genre you have studied**. [30]

Action-led franchise game set products:	Games in other genres set products:
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Assassin's Creed
Grand Theft Auto
Mass Effect
Tomb Raider

Wii Sports
Cooking Mama
Minecraft
The Sims

END OF PAPER