



GCE A LEVEL

2680U10-1



S25-2680U10-1

TUESDAY, 13 MAY 2025 – AFTERNOON

MEDIA STUDIES – AS unit 1

Investigating the Media

2 hours 30 minutes

ADDITIONAL MATERIALS

In addition to this question paper, you will need:

- to view an audio-visual resource for use with Question 1
- Notes Sheet for use with Question 1
- 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.

You will have **one** minute to read Question 1 before viewing the audio-visual resource. Use the Notes Sheet provided to make notes on the resource.

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 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

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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 or part-question. The number of marks indicates the length of the response required.

You are advised to spend approximately 1 hour and 10 minutes on Section A, including viewing the audio-visual resource, and approximately 40 minutes each on Sections 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 spelling, punctuation and grammar, will be assessed in Question 1.

Answer **all** questions.

SECTION A: SELLING IMAGES – ADVERTISING AND MUSIC VIDEO

Question 1 is based on the audio-visual resource.

The resource is an advertisement for Sport England's 'This Girl Can With You' campaign (2023).

- You will be allowed **one** minute to read Question 1.
- 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 1.

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Explore how social and cultural groups are represented in the campaign advertisement. [40]

In your answer, you should:

- consider the audio, visual and technical codes
- consider how media language constructs representations
- consider how messages are communicated.

SECTION B: NEWS IN THE ONLINE AGE

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a) Explain the impact of social media on the consumption of news. [10]

b) Explore how media language incorporates points of view and values. Refer to **one** set news product and the hard news item you have studied in your answer. [20]

SECTION C: FILM INDUSTRIES – FROM WALES TO HOLLYWOOD

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- a) Explain the challenges that independent film companies face.
Refer to the **film made in Wales** you have studied to support your points. [10]
- b) Explore how the film industry attracts audiences through the content of films.
Refer to the **Hollywood film** you have studied to support your points. [20]

END OF PAPER

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