



GCE AS/A LEVEL

2680U10-1



S23-2680U10-1

TUESDAY, 16 MAY 2023 – 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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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. It is an environmental campaign advertisement, *Fight For Your World* by the World Wide Fund for Nature (WWF).

- 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 audiences are positioned to respond to this advertisement. [40]

In your answer, you should consider:

- how media language communicates meaning
- Stuart Hall's reception theory.

SECTION B: NEWS IN THE ONLINE AGE

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 a) Explain the advantages of online news platforms for users. [10]

b) How does media language construct 'versions of reality'? Explore the representation of a hard news story in **two set** news products you have studied. [20]

SECTION C: FILM INDUSTRIES – FROM WALES TO HOLLYWOOD

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 a) Explain the role of film regulation in the UK. [10]

b) Steve Neale states that genres involve repetition and difference. Explore this idea in relation to **the film made in Wales** you have studied. [20]

END OF PAPER