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| Surname | Centre Number | Candidate Number |
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GCE AS

B680U10-1



TUESDAY, 6 OCTOBER 2020 – MORNING

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 1
- Notes Sheet for use with Question 1
- a print resource for use with Question 2

INSTRUCTIONS TO CANDIDATES

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.

Use black ink or black ball-point pen. Do not use pencil or gel pen. Do not use correction fluid.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

Write your answers in the spaces provided in this booklet.

If you run out of space, use the additional page(s) at the back of the booklet, taking care to number the question(s) correctly.

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 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 1 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(c) 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.



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Answer all questions in both sections.

SECTION A: INVESTIGATING MEDIA LANGUAGE AND REPRESENTATION

Question 1 is based on **both** of the following:

- an extract from the music video, God's Plan (Drake, 2018)
- the set music video you have studied: Formation (Beyoncé, 2016), **or** Dream (Dizzee Rascal, 2004).

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

The music video extract will be shown **three times**.

First viewing: watch the music video extract.

Second viewing: watch the music video extract and **make notes**.

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

Third viewing: watch the music video extract and **make final notes**.

Once the third viewing has finished, you should answer Question 1.

Representation

Use this music video extract and the set music video you have studied when answering the question.

1. Compare how representations of ethnicity convey values and attitudes.

In your answer, you must consider:

- the similarities and differences in the representations of ethnicity
- how far the representations relate to social and cultural contexts.

[25]

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SECTION B: INVESTIGATING MEDIA INDUSTRIES AND AUDIENCES

Media Industries

3. (a) Name a **major** film studio that distributes films globally. [1]

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(b) Briefly explain **two** advantages of a major studio producing a film. [4]

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In Question 3(c), 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.

(c) Explain how economic contexts influence film distribution. Refer to *Straight Outta Compton* to support your points. [10]

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