

Surname	Centre Number	Candidate Number
First name(s)		2



GCE AS

B680U20-1



FRIDAY, 9 OCTOBER 2020 – AFTERNOON

MEDIA STUDIES – AS Component 2
Investigating Media Forms and Products

2 hours

INSTRUCTIONS TO CANDIDATES

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 **three** questions: **one** question from section A, **one** question from section B and **one** question from section C. The questions in section B are in two parts.

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.

There are **three** sections in total. You are advised to spend 40 minutes on each section of the paper. You should use relevant theories and relevant subject-specific terminology where appropriate.

Questions **1 to 3** and **7 to 8** require 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.



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SECTION A: TELEVISION

Answer **one** question in this section.

Either,

Option 1: *Life on Mars*

1. Explain how television organisations maintain national and global audiences. Refer in detail to *Life on Mars*. [20]

Or,

Option 2: *Humans*

2. Explain how television organisations maintain national and global audiences. Refer in detail to *Humans*. [20]

Or,

Option 3: *The Jinx*

3. Explain how television organisations maintain national and global audiences. Refer in detail to *The Jinx*. [20]



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SECTION B: MAGAZINES

Answer one question in this section. All questions are in two parts.

Either,

Option 1: *Woman*

4. (a) Briefly explain Gauntlett's theory of identity. [5]

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(b) How far do representations in the set edition of *Woman* reflect the time in which the magazine was produced? [15]

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Or,

Option 2: *Woman's Realm*

5. (a) Briefly explain Gauntlett's theory of identity. [5]

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(b) How far do representations in the set edition of *Woman's Realm* reflect the time in which the magazine was produced? [15]

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Or,

Option 3: *Vogue*

6. (a) Briefly explain Gauntlett's theory of identity. [5]

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(b) How far do representations in the set edition of *Vogue* reflect the time in which the magazine was produced? [15]

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SECTION C: ONLINE MEDIA

Answer **one** question in this section.

Either,

Option 1: *PointlessBlog*

7. To what extent do audiences interact with blogs and vlogs? Explore examples of media language in *PointlessBlog*/Alfie Deyes. [20]

Or,

Option 2: *Zoella*

8. To what extent do audiences interact with blogs and vlogs? Explore examples of media language in *Zoella*/Zoe Sugg. [20]



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END OF PAPER



Question number	Additional page, if required. Write the question number(s) in the left-hand margin.
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