

Surname	Centre Number	Candidate Number
First name(s)		2



GCE A LEVEL

A680U10-1



O20-A680U10-1



TUESDAY, 6 OCTOBER 2020 – MORNING

MEDIA STUDIES – A Level Component 1
Media Products, Industries and Audiences

2 hours 15 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-based 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 black ink or black ball-point pen.

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.

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 30 minutes on Section A, including studying the unseen resources, and approximately 45 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(d) 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.



OCT20A680U10101

Answer all questions in both sections.

SECTION A: ANALYSING MEDIA LANGUAGE AND REPRESENTATION

Representation

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

- the audio-visual resource: an extract from the music video, Find Me by Tinie Tempah, ft. Jake Bugg (2017)
- the set advertisement you have studied: Wateraid

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.

1. Compare how this music video extract and the advertisement for *Wateraid* represent social groups. [30]

In your answer you must:

- consider the similarities and differences in how social groups are represented
- consider how stereotypes can be used positively and negatively
- make judgements and draw conclusions about how far the representations reflect social and cultural contexts.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



Examiner
only

Area with horizontal dotted lines for writing.

A680U101
03



Examiner
only

A large rectangular area containing 30 horizontal dotted lines, intended for handwritten responses.



Examiner
only

A large rectangular area containing 26 horizontal dotted lines, intended for writing.



BLANK PAGE

**PLEASE DO NOT WRITE
ON THIS PAGE**



SECTION B: UNDERSTANDING MEDIA INDUSTRIES AND AUDIENCES

3. (a) Briefly explain what is meant by a mainstream film. [2]

.....
.....
.....

(b) Briefly explain the function of the BBFC in the film industry. [2]

.....
.....
.....

(c) Explain the role of regulation in the global distribution of films. Refer to *Straight Outta Compton* to support your points. [9]

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....



.....

.....

.....

.....

.....

.....

In Question 3(d) 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.

- (d) Explain the ways in which social and political contexts may influence independent films. Refer to *I, Daniel Blake* to support your points. [12]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



.....

.....

.....

.....

.....

.....

.....

.....

.....

4. (a) Explain the significance of fans to the success of media products.
Refer to *Assassin's Creed III: Liberation* to support your points. [8]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



