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|-------------|---------------|------------------|
| Surname | Centre Number | Candidate Number |
| Other Names | | 2 |



GCE A level

1294/01



S15-1294-01

MEDIA STUDIES – MS4
Media – Text, Industry and Audience

A.M. FRIDAY, 5 June 2015

2 hours 30 minutes

| | | For Examiner's use only | | |
|-----------|----------|-------------------------|--------------|--------------|
| | Question | Media Industry Chosen | Maximum Mark | Mark Awarded |
| Section A | | | 30 | |
| Section B | | | 30 | |
| Section B | | | 30 | |
| | | Total | 90 | |

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INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **three** questions: **one** question from Section A and **two** questions from Section B. You **must** use a **different media industry** for each question you choose.

Once you have chosen your questions, fill in the box above.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.

You are reminded that assessment will take into account the quality of written communication used in your answers.

You are reminded that this paper is synoptic and so will test understanding of the connections between the different elements of the subject.

*Answer **one** question from Section A and **two** questions from Section B.*

*Once you have chosen your questions, **fill in the box** on the front page of this Answer Book.*

*You **must** use a **different media industry** for each question.*

*For each industry, you **must** refer to the **three main texts** you have studied.*

SECTION A: TEXT

*Answer **one** question from this section.*

*You **must** refer to the **three main texts** you have studied in each answer.*

Either,

A1. ‘All media representations are constructed.’ Discuss with reference to your three main texts. [30]

Or,

A2. ‘Media texts contain complex narratives.’ How true is this of your three main texts? [30]

SECTION B: INDUSTRY AND AUDIENCE

*Answer **two** questions from this section, using a **different media industry** for each question.*

*You **must** refer to the **three main texts** you have studied in **each** answer.*

B1. Explore the different audience appeals of your three main texts. [30]

B2. Discuss the importance of social media in the marketing and promotion of your three main texts. [30]

B3. To what extent do your three main texts target a global audience? [30]

B4. How important are digital technologies to the success of your three main texts? [30]

Question
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Question
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A large table area with a grid of dotted lines for marking. The grid consists of 25 rows and 10 columns of dotted lines, providing space for recording marks.

Question
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Question
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A large area of the page is filled with horizontal dotted lines, providing a space for writing answers to the questions.

Question
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Question
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Question
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Question
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Question
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Examiner
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Question
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Examiner
only

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Question
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Examiner
only

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Question
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