



GCE AS/A LEVEL – NEW

2680U10-1



MEDIA STUDIES – AS unit 1
Investigating the Media

MONDAY, 21 MAY 2018 – MORNING

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
- a WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

Answer **all** questions.

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

Answers to all the questions must be written on the separate answer booklet provided.

If you need additional paper, please ask your invigilator and attach the sheets securely to this answer booklet.

Write your name, centre number and candidate number in the spaces at the top of all answer booklets. At the end of the examination, the answer booklet must be handed to the invigilator.

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 studying the unseen 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 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 unseen audio-visual resource.

The audio – visual resource consists of the television advertisement for the *Samsung Galaxy S8* smartphone, 2017. The advertisement is titled *Samsung: The New Normal*.

- You will be allowed **one** minute to read Question 1.
- The advertisement will be shown **three** times.
- **First viewing:** watch the television advertisement.
- **Second viewing:** watch the television advertisement and **make notes**.
- You will then have **five minutes** to **make further notes**.
- **Third viewing:** watch the television advertisement and **make final notes**.
- Once the third viewing has finished, you should answer Question 1.

1. Explore how media language is used in this television advertisement to attract audiences. [40]

In your answer, you should consider:

- how the audiences for this advertisement may be categorised
- the technical, visual and audio codes.

SECTION B: News in the Online Age

2. (a) Explain how recent technological developments have changed the way news is distributed. [10]

- (b) Explore how **one** event has been represented across **two** news media products you have studied.

In your response, you must:

- demonstrate knowledge and understanding of the way the media construct versions of reality
- analyse how media language constructs representations. [20]

SECTION C: Film Industries – from Wales to Hollywood

3. (a) Explain the importance of co-productions to the Welsh film industry. Refer to the film made in Wales you have studied. [10]

- (b) How conventional is the narrative structure of **one** of the films you have studied? Use Todorov's narrative theory in your response. [20]

END OF PAPER