



GCE AS – **NEW**

B680U10-1



MEDIA STUDIES – AS component 1

Investigating the Media

MONDAY, 21 MAY 2018 – MORNING

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

0	1
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- print-based Resource A for use with Question

0	2
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- a WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

Answer **all** questions in Section A and Section B.

Use black ink or black ball-point pen.

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 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 2 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.

Answer all questions in **both** sections.

SECTION A: Investigating Media Language and Representation

Question 1 is based on the unseen audio-visual resource. It consists of an extract from the music video *Shape of You* (Ed Sheeran, 2017).

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

The music video will be shown **twice**.

First viewing: watch the music video and **make notes**.

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

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

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

Media Language

0	1	How do visual elements create meaning in this music video extract?	[10]
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Representation

Question 2 is based on **both** of the following:

- Resource A, an unseen film poster for *Wonder Woman* (2017)
- the set print advertisement you have studied: *Tide* (1950s)

Study Resource A carefully and use this film poster and the set print advertisement you have studied when answering the question.

0	2	Compare how stereotypes are used in the film poster for <i>Wonder Woman</i> and the advertisement for <i>Tide</i> .	[25]
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In your answer, you must consider:

- the similarities and differences in how stereotypes are used in the products
- how the representations convey values and attitudes
- how far the representations reflect historical and cultural contexts.

[25]

Section B: Investigating Media Industries and Audiences

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|---|---|
| 0 | 3 |
|---|---|
- (a) Name the media organisation that owns the *Daily Mirror*. [1]
- (b) Identify **two** ways in which newspapers are distributed. [2]
- (c) Briefly explain an advantage of **one** of these ways. [2]

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 how political contexts affect the newspaper industry. Refer to the *Daily Mirror* to support your points. [10]

- | | |
|---|---|
| 0 | 4 |
|---|---|
- (a) Using demographics and/or psychographics, identify **two** possible audiences for *Assassin's Creed III: Liberation*. [2]
- (b) Explain how audiences interact with video games. Refer to *Assassin's Creed III: Liberation* to support your points. [8]

END OF PAPER