



GCE AS/A LEVEL – NEW

2680U10-1



MEDIA STUDIES – AS unit 1
Investigating the Media

TUESDAY, 14 MAY 2019 – AFTERNOON

2 hours 30 minutes

ADDITIONAL MATERIALS

In addition to this question paper, you will need:

- the print-based 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 print-based 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 print resource.

The resource consists of **two** print advertisements. Advertisement (1) is for the perfume, *Modern Muse*. Advertisement (2) is for a *TAG Heuer* watch.

1. Explore how representations of gender have been constructed in the **two** advertisements.

In your answer, you should consider:

- the use of media language to construct representations of gender
- the purpose of the representations
- how representations embody values and messages. [40]

SECTION B: News in the Online Age

2. (a) Explain the ways in which audiences/users interact with online news. [10]

- (b) Explore how media language communicates meaning in news products.

In your response you must analyse **one** set newspaper front page **and** the online version of the newspaper you have studied. [20]

SECTION C: Film Industries – from Wales to Hollywood

3. (a) Explain how the film industry uses media technologies to reach national and global audiences. Refer to the set film made in Wales you have studied to support your points. [10]

- (b) Explore how the film industry uses genre to attract audiences.

In your response, you must:

- demonstrate knowledge and understanding of Neale's theory of genre
- analyse **both** films you have studied using Neale's theory of genre. [20]

END OF PAPER