



GCE AS **NEW**

B680U10-1



TUESDAY, 14 MAY 2019 – AFTERNOON

MEDIA STUDIES – AS Component 1
Investigating the Media

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
---	---
- a print resource for use with Question

0	2
---	---
- 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. Do not use gel pen. Do not use correction fluid.

Write your answers in the separate answer booklet provided following the instructions on the front of the answer booklet.

Use both sides of the paper. Write only within the white areas of the booklet.

Write the question number in the two boxes in the left hand margin at the start of each answer,

e.g.

0	1
---	---

 .

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

0	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

0	3
---	---

 (c) 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 audio-visual resource: a television advertisement for Amazon, released in 2016.

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

The advertisement will be shown **twice**.

First viewing: watch the advertisement and **make notes**.

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

Second viewing: watch the advertisement and **make final notes**.

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

Media Language

0	1
---	---

Explore how media language creates meaning in this advertisement.

[10]

Representation

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

- *the print resource: the front page of The Sun, published on the day of the 2016 'Brexit' referendum*
- *the set front page of the Daily Mirror you have studied, published on the day after the 2016 US presidential election.*

Study the print resource carefully and use this newspaper front page and the set newspaper front page you have studied when answering the question.

0	2
---	---

Compare how representations of events are constructed in these **two** front pages.

In your answer, you must consider:

- how events are represented through selection and combination
- the similarities and differences in the representations of events
- how far the representations relate to political contexts.

[25]

SECTION B: INVESTIGATING MEDIA INDUSTRIES AND AUDIENCES

- | | |
|---|---|
| 0 | 3 |
|---|---|
- (a) Give **one** example of a global video gaming publisher. [1]
- (b) Briefly explain **two** ways in which gaming publishers market their games. [4]

In Question 3(c), 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.

- (c) Explain how social and cultural contexts influence video game production. Refer to *Assassin's Creed III: Liberation* to support your points. [10]

- | | |
|---|---|
| 0 | 4 |
|---|---|
- (a) Identify **two** different audiences for *Late Night Woman's Hour*. [2]
- (b) How might audiences respond differently to radio? Refer to *Late Night Woman's Hour* to support your points. [8]

END OF PAPER