



GCE AS – **NEW**



B680U20-1



MEDIA STUDIES – AS component 2 **Investigating Media Forms and Products**

WEDNESDAY, 22 MAY 2019 – MORNING

2 hours

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

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

Answer **three** questions: **one** question from section A, **one** question from section B and **one** question from section C. The questions in section C are in two parts.

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
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 .

Leave at least two line spaces between each answer.

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.

There are **three** sections in total. You are advised to spend 40 minutes on each section of the paper. You should use relevant theories and relevant subject-specific terminology where appropriate.

Questions

0	1
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 to

0	3
---	---

 and

0	4
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 to

0	6
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 require 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.

Section A: Television

Answer **one** question in this section.

Either,

Option 1: *Life on Mars*

0	1
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How far might audiences respond differently to representations in the set episode of *Life on Mars*? Refer to Stuart Hall's reception theory in your response. [20]

Or,

Option 2: *Humans*

0	2
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How far might audiences respond differently to representations in the set episode of *Humans*? Refer to Stuart Hall's reception theory in your response. [20]

Or,

Option 3: *The Jinx*

0	3
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How far might audiences respond differently to representations in the set episode of *The Jinx*? Refer to Stuart Hall's reception theory in your response. [20]

Section B: Magazines

Answer **one** question in this section.

Either,

Option 1: *Woman*

0	4
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How important are images in communicating meaning in magazines? Explore the front cover **and** one article from the set edition of *Woman* in your response. [20]

Or,

Option 2: *Woman's Realm*

0	5
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How important are images in communicating meaning in magazines? Explore the front cover **and** one article from the set edition of *Woman's Realm* in your response. [20]

Or,

Option 3: *Vogue*

0	6
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How important are images in communicating meaning in magazines? Explore the front cover **and** one article from the set edition of *Vogue* in your response. [20]

Section C: Online Media

Answer **one** question in this section. Both questions are in two parts.

Either,

Option 1: *PointlessBlog*

- | | |
|---|---|
| 0 | 7 |
|---|---|
- (a) Briefly explain the impact of digital technologies on media audiences. Refer to *PointlessBlog* in your response. [5]
- (b) Explain how digital technologies are used in the production and distribution of blogs and vlogs. Refer in detail to *PointlessBlog* in your response. [15]

Or,

Option 2: *Zoella*

- | | |
|---|---|
| 0 | 8 |
|---|---|
- (a) Briefly explain the impact of digital technologies on media audiences. Refer to *Zoella* in your response. [5]
- (b) Explain how digital technologies are used in the production and distribution of blogs and vlogs. Refer in detail to *Zoella* in your response. [15]

END OF PAPER